

The REPORTER

of Direct Mail Advertising

SALUTE TO A
**HARD WORKING
GENTLEMAN**

see page 5

NOVEMBER 1954



Get us everyone
connected with
that ride!

PONTON points to
specific cases

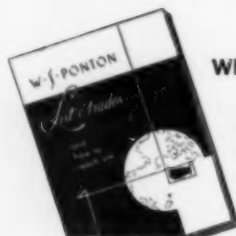


PONTON

...knows Your Prospects...by name!

W. S. PONTON, Inc. 50 E. 42 St.
New York 17, N. Y. Murray Hill 7-5311

Prod. Plant—44 Honeck St., Englewood, N. J.
Phone: ENglewood 4-5200



WRITE FOR FREE CATALOG!

The Ponton Catalog is a valuable trade tool with a thousand hidden uses...use it all the time.

Let's act out a "Sherlock Holmes" for Business' sake. The car license says Buffalo. Do you want the name of every car repair place . . . every new car dealer . . . every used car dealer, accessories shop, tire dealer, filling station or garage in town?

Whether the city is Buffalo or a remote village PONTON is the detective who jotted down all the details for the benefit of all you wholesalers, manufacturers, retailers who must get through to each individual prospect—by mail. Every name, as of now, this minute, checked and up-to-date ready to try for a sale.

Look inside the car now, those are typical well-to-do golfbound Buffalonians . . . a banker perhaps, a doctor, a radio station executive and a hotel manager . . . any one of these appear on more than a dozen lists from Ponton, whether compiled profession-wise . . . income-wise . . . home-wise . . . via real estate, recreation habits, business position . . . or such seeming "trifles" as being married . . . Ponton knows your prospects from every possible angle . . . yours for the asking with a complete mail promotion service from research to result . . . most comprehensive of them all . . . consult Ponton for your specific list needs.



Cursing a Blue Streak won't cure the curl that messes up duplicating jobs . . . but the right paper will.

A paper that lays flat . . . and *stays* flat requires a little more effort to make, but it pays off in easier, trouble-free performance on any type of office duplicating machine.

Eastern makes that important effort . . . right on the paper machine. The result? A line of

Business Papers especially adapted to office duplicating.

You'll find Eastern Papers will perform better . . . and look better with clearer, sharper impressions every time.

Available in cut sizes in Atlantic Mimeo Bond, Atlantic Bond and Atlantic Duplicator — all with a wide variety of attention compelling colors—and Atlantic Opaque in brilliant white. Write or phone for sample packets or sheets.

ATLANTIC BOND *Business* **PAPER**



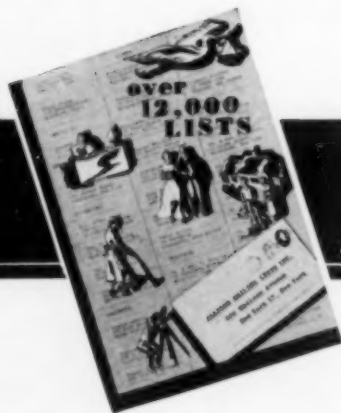
MADE BY EASTERN CORPORATION • BANGOR, MAINE

Allison Exclusives

10 LISTS OF MAIL ORDER BUYERS

- **No. 2010 150,000 WOMEN — COAT BUYERS.** On stencils constantly maintained. Names secured from guarantee cards returned to manufacturer and from perfume offer in leading shelter magazines. (Manufacturer's name upon request). Average unit of sale \$50. First release of this list.
- **No. 2019 100,000 PRESSURE COOKER BUYERS** of a \$30 pressure cooker or a \$15 deep fryer. List owned by leading manufacturer. Very responsive. 97% women. On labels. First release of this list.
- **No. 1022 212,000 CONCORD LIST.** Catalogue buyers of radio and electronic parts and equipment. On stencils. Average unit of sale \$15. 98% men.
- **No. 1021 100,000 CONCORD INQUIRERS.** On labels. These men requested information concerning items in the Concord catalogue.
- **No. 1000 200,000 JAMBOREE ALMANAC BUYERS.** Responses to a mid-western radio offer of a low-priced farm almanac. Mostly men. On labels. First release of this list.
- **No. 2018 350,000 SEED, PLANT AND BULB BUYERS.** List owner is Mills Seed House. Names copied from original order blanks. On labels. Average unit of sale \$3. First release of this list.
- **No. 2027 40,000 GLO-GET-UM (Fishing Lure) BUYERS.** Mostly men. Responses to offers on mid-western radio stations. Currently running. Unit of sale \$1.00. First time released.
- **No. 1013 90,000 BARRETT BIBLE BUYERS.** Installment plan - \$19.75. On labels.
- **No. 2026 32,000 KIMBERLITE GEM BUYERS (Synthetics).** Orders received in response to ads in leading women's and shelter magazines. Average unit of sale \$30. On labels.
- **No. 1007 90,000 TEENAGE GIRLS.** Buyers of photo finishing. Responded to ads in leading magazines. Average unit of sale \$1.50.

Send for Brochure R-11



ALLISON MAILING LISTS INC
400 MADISON AVE., NEW YORK 17, N. Y. MU 8-6500

A DIVISION OF ADVERTISING DISTRIBUTORS OF AMERICA

The Reporter of DIRECT MAIL ADVERTISING

224 Seventh Street, Garden City, N.Y. Pioneer 6-1837

THE ONLY MAGAZINE DEVOTED EXCLUSIVELY TO DIRECT MAIL

Volume 17 Number 7

November, 1954

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Henry Hoke

Editor and Publisher

M. L. Strutzenberg

Business Manager

Dudley Lufkin

Field Editor

F. Stern

Circulation

Henry Hoke, Jr.

Advertising Manager

H. L. Mitchell

Western Advertising Manager

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The Reporter is independently owned and operated. But in addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as part of the Association service. A portion of their annual dues pays for the subscription.

NOVEMBER, 1954



COVER STORY

He looks and acts like a born-and-bred Bostonian Yankee . . . But

In all the rush of reporting the 1954 awards and the conventions, plus saluating the new DMAA president, we had to skip another deserving character. The omission is hereby corrected.

He was chairman of the steering committee for the 1954 DMAA Boston convention . . . and we know for certain that he worked for a long year, day and night, on what is often a thankless job. If there were criticisms of minor failures in operation, they can't be blamed on a steering committee which had the best of intentions. He didn't get much publicity at Boston because others were pushed into the limelight.

So our salute this month goes to Raymond C. Strawbridge. He's a dapper, slight, fashion plate sort of modest fellow . . . but you better not pick on him because he has three grown sons . . . all strapping fellows more than six foot tall. They'll spring to the defense of the old man at the drop of a hat.

Because you all should know him better . . . here are the highlights:

He's a transplanted Yankee . . . born and brought up in Johnsonburg, Pennsylvania, the town that supplies most of the paper for Curtis Publishing Company. Ray grew up in paper. At twelve, he was learning to "case" type in a country newspaper. Along about 1909, at the age of 15 . . . he reached New England to visit (temporarily) family friends . . . stayed on . . . went to school there . . . met and later married a fourth or fifth generation New England gal . . . never got away from Boston . . . and wouldn't change.

He was on the way to becoming a paper salesman . . . until he fell under

the influence of Robert Ruxton who, while crusading for American Writing Paper Company, intended to make an advertising expert out of every printer.

Other inspirations came from Cy Norton and Walt Dearden of Strathmore. So Ray turned to advertising and sales promotion. He turned back for a while to creative printing . . . became a student of Goudy and other masters of the day. There followed a ten-year stretch in sales, advertising and sales promotion for a domestic range manufacturer.

All of this logically led to Dickie-Raymond which had been servicing

Ray's bosses for twelve or more years. There he has remained . . . as an account executive and as a capable representative of D-R in extracurricular activities.

Ray has been active in all sorts of advertising club projects . . . with particular emphasis on vocational guidance for young people with ambitions to "get into advertising." He's also plugged for a better understanding of advertising between schools and industry. He was president of the Boston Advertising Club in 1950-51 and is still on the board of directors. Was lieutenant governor of First District AFA

until he resigned to undertake his hard job on the DMAA board of directors.

He has worked on practically every community effort under the sun . . . Red Cross, Salvation Army, Community Chest and what-have-you.

He swears he's going to take a sabbatical leave from everything . . . but this reporter doubts it. Ray is just a natural-born joiner, organizer, and doer. He gets everybody working . . . just as he did on the Boston convention committee.

He has been a credit to direct mail. He's a hard worker. He's a gentleman. That's why he deserves this salute.

Post-Convention Observations

In the hurried first report of the conventions printed in the October issue, we had to miss some important points. A few people thought we were too hard-boiled in criticizing some of the O.C. . . . "organized confusion." But the criticisms were well-intended . . . to help make things better. It's about time somebody spoke up loudly against the boring sameness and dullness of many conventions. Not just DMAA or MASA.

In spite of the criticisms . . . the Boston hullabaloo was fine. A lot of people had a lot of fun. They got to know and like more people. And that is what conventions should do. Make more contacts.

Jim Mosely, and in fact the whole Mosely gang including Betty Miller, worked like demons on the DMAA program. It wasn't their fault that speakers became overzealous or that they were working on a prescribed formula from the past which needs overhauling (as it does in other associations). Jane Sands and Jack Smith deserve high praise for their work in planning the beginners (ABC) session of Friday. So does Frank Herbert, Jr., for the mail order panel.

Don Segal (Cupples) as hospitality chairman did a perfect job on entertainment . . . since that is his middle name. Betty Burrage was equally as efficient on the wives entertainment. Elmer Lipsett of Warren, an old pro-

fessional, had exhibit arrangements under control at all times. All members of the local committees worked like beavers and deserve much credit.

In spite of all the criticisms of the program and operational details, many things happened in Boston which will eventually help direct mail.



Three Miles Kimball Award winners get together: (left to right) Raymond, Hoke, Mayer.

The best . . . board of judges for 1954 Best of Industry contest met on afternoon of day before convention. All judges had submitted recommendations to this year's chairman of judges, Reg Clough. Long discussion of changes needed. Result: Art Theiss has appointed Bob Clark, advertising manager, Strathmore Paper, to be chairman of 1955 contest committee (not of judges). Bob accepted and in turn has appointed a more or less off-the-record committee to analyze the whole problem and formulate new policies of classification and judging for next year. To take out the kinks.

There were other important behind-the-scenes meetings . . . particularly on changing physical layout and program format for the Chicago convention in 1955. Decisions reached in Boston will become apparent in future months. There will be less griping in Chicago, or Charlie Downs will need a dose of the new "atomic pills."

* * *

In our preliminary report (October) we failed to mention the new officer lineup. Here it is:

Arthur W. Theiss (Patriot Life Insurance, New York) president; Charles S. Downs (Abbott Laboratories, North Chicago) American vice president; Douglas B. Mahoney (Frank W. Horner Limited, Montreal) Canadian vice president; William R. Merriam (Federation for Railway Progress, Washington) treasurer; Joseph Magee, Jr. (Old American Life Insurance, Kansas City) secretary.

Just to keep the records straight, so that everyone knows who's who and where on the DMAA board . . . this is the makeup as of October 15, 1954: Terms expiring in 1955: William H. Beatty (Detroit), Lawrence G. Chait (New York — retiring president who stays on board for one year as chairman of Administrative Committee), Ralph T. Curtis (Tulsa), Charles S. Downs (Chicago), Lewis Kleid (New York), Raymond C. Strawbridge (Boston), May O. VanderPyl (Detroit).

Terms expiring in 1956: A. M. Andersen (Chicago), Luther A. Breck, Jr. (Boston), Paul J. Bringe (Milwaukee), William R. Merriam (Washington), Ted R. Meyer (Appleton, Wis.), Arthur W. Theiss (New York).

Terms expiring in 1957: Robert DeLay (Louisville), David Goldwasser (Atlanta), Perce Harvey, Jr. (Topeka), Robert L. Hemmings (Los Angeles), Joseph Magee, Jr., (Kansas City), Robert Maxwell (New Holland, Pa.), Douglas B. Mahoney (Montreal).

Those retiring from the board after years of faithful service were: Howard S. Mark (Toronto), Milton E. Bell (Portland), Walter J. Berkowitz (Kansas City), Frank Gerhart (Dayton), Lester Suhler (Des Moines). They will be missed . . . but new hands will take up their work. George V. Rumage continues as managing director, with Stewart S. Jurist as assistant managing director.



DMAA officers McGee, Mahoney, Theiss, Downs and Merriam. (See text).

The DMAA has made rapid strides forward in the last few years. Harry Porter, chairman of the Nominating Committee (who also retired this year) and his associates did a bang-up job in getting better geographical distribution of board membership. The board is strong . . . and so is the financial condition. Look for more progress in the days ahead.

The Post Office Department finally recognized the importance of the annual direct mail convention . . . by releasing its new special delivery stamp at the Boston DMAA meeting.



Assistant Postmaster General Albert J. Robertson presented the first stamps to President Larry Chait at the opening luncheon. Boston Postmaster Finn supervised the handling of first day covers for philatelists. Understand that the special Post Office, set up in Statler mezzanine, sold 2500 specials during the convention.

Other things happening behind the scenes or on the fringes which will influence future direct mail: List brokers held their usual dinner the night before DMAA convention. Big affair. Jim Mosely remains chairman until end of the year. The Associated Third

class Mail Users met for luncheon on Thursday and elected Charles Mills, of O. M. Scott, as president to succeed retiring Paul Bringe. A wise choice. Harry Maginnis has done a fine job in combatting postal raises. New slant: Department of Commerce getting more interested in direct mail. ATCMU Speaker Joel Ware from Commerce making a survey to analyze medium's place in the economy. May have influence on future postal legislation.

The new Parcel Post Association also met in Boston. Bill Henderson, formerly of DMAA, is doing a fine job there. His bulletins are really enlightening . . . and the activity is definitely improving parcel post service.

Another significant situation at Boston was the large attendance of Post Office Department officials and operations personnel . . . headed by Assistant Postmaster Albert Robertson. The new Division of Postal Rates Research was well represented . . . and obviously digging for facts.

Behind-the-scenes observations could go on forever . . . but the book should be closed on 1954. We'll all look forward to Chicago during October of 1955. Although we hate to see MASA and DMAA conventions held in different cities, it will be a relief for this reporter to struggle through only three days of conventioning rather than seven.

1955 DMAA CONVENTION DATE ANNOUNCED

Just as we were going to press, Charlie Downs called to say arrangements were concluded for the 1955 DMAA convention. Morrison Hotel, Chicago, Ill. will be the setting. Dates: Sept. 12, 13, 14. Judging by the trouble people had in getting room accommodations this year . . . it would be smart to contact the Morrison immediately.

New Booklet tells of...

160 Ways to Use AUTOMATIC TYPING



Get
Your
FREE
Copy

IT'S NO SECRET that individually typed letters bring better results. But hand-typed letters can become very expensive when used in volume for routine correspondence or direct-mail selling.

AUTOMATIC TYPING of personalized letters by Auto-typist equipment is the economical solution. Just how automatic typing can be used to cut costs and increase returns is contained in the 16-page booklet, "How to Use the Auto-typist." Present applications by business, industry and institutions are listed along with comments on the equipment. Fill out the coupon to receive your copy.

Auto-typist

AMERICAN AUTOMATIC
TYPEWRITER COMPANY

Dept. 211
2323 No. Pulaski Road, Chicago 39, Ill.

Gentlemen:

Please send me a copy of "How to use the Auto-typist."

Name

Company & Title

Address

City Zone State

The inside story of the list business #26

Have you ever wished that you could mutter Abracadabra and have a mailing list appear which had all your prospects identified and all your customers or subscribers crossed off?



Well, polish up your magic lamp because your wish can come true! To this extent, at least . . .

If you have a large list of customers or subscribers running to say a million names, you can have a statistical analysis made of a typical customer — a sort of profile showing where he lives, his income, his education, the kind of work he does, the average amount he spends in retail stores, whether he owns his home and the value of it, whether he rents and how much rent he pays, whether he was born here or abroad and his race, and so on.

Statistics like this can be dug up for neighborhood groups. Mr. Jones of 5 Edgewater Drive is likely to be very similar, statistically speaking, to Mr. Smith of 7 Edgewater Drive. Once you know something about half the people who live on Edgewater Drive, you can assume very similar things about the other half of the people who live on Edgewater Drive. You can also assume that these things do not hold true of people who live on Railroad Avenue in the same town. Your prospects will live on one street or the other. It can also be determined if the Edgewater Drive people in Somerset are different or similar to the people who live on Mountaincrest Boulevard in Bellevue.

Cadabratronics

Suppose now you have a good profile of your customer or subscriber. You can start rubbing your lamp, but this time instead of Abracadabra, you chirp Electronics! A thousand more prospects just like your profiled prospect appears — 10,000 more — 100,000 — a million — three million more!

Sounds fantastic, doesn't it? But it's being done. In fact, it has been done for a couple of years. One large mailer



had reached the point where duplication among lists was seriously affecting their results. Also duplication with their own subscrib-

ers was becoming a problem. Electronics was the magic word which performed all the work of selecting the prospect and avoiding the subscriber or customer.

Even without the electronic aspect, the large user of lists can make many experiments. As early as the World War II years, certain publishers who were mailing very heavily — and who wasn't then — were running into the duplication problem. The better their favorite lists produced on the tests, the worse they were on the runs simply because all their best lists had the same prospects on them. Two of these mailers developed techniques of their own. One is still using them with modifications, and with occasional excursions into the use of mail order buyer lists for new blood. The other mailer found that their system wore out in a few years and could not produce well enough when the days of hard selling came back.



Double Trouble

Current refinements in the methods of compiling and in statistical analysis are now, however, making it possible for certain mailers to get a sufficiently high return to warrant further experimentation.

Some large mailers are more concerned than others about what they think of as the problem of duplication. There is much to be said for the beneficial repetitive effect of multiple mailings reaching a single prospect. However, for those mailers who are deeply concerned about the problems of duplication, these broad compilations offer a solution. While results on non-mail order lists may not be as high, at least the mailer knows that only one piece will reach the selected prospect. This can be important to large publishers who worry about public relations.



The three main compilers in the field today have different methods of securing statistical data. If you think your product, service or publication has a broad market which can be selected statistically, talk over your direct mail plans with us. Our experience goes back many years and can be very helpful to you.

Arthur Martin Kauf

President

NAMES UNLIMITED, INC.

352 Fourth Avenue Murray Hill 6-2454 N. Y. 10, N. Y.

Charter Member National Council of Mailing List Brokers

OUR 26th YEAR IN THE LIST FIELD

Short Notes

DEPARTMENT

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

□ CONGRATULATIONS and sincere good wishes to The Necktie Workers Organization, 6150 Bertha Ave., Wellston, St. Louis County 14, Mo., for their new style of solicitation. We have criticized past efforts of this organization because of their sending of unordered merchandise. A recent mailing indicates that the mailing of ties has been discontinued. Instead, Secretary Richard Schell is making a straight mail order offer with colored illustrations instead of merchandise. Hope it works.

□ AMERICAN TYPE GADGET LETTERS hit the front page of one of England's most popular Sunday newspapers on October 10 . . . *The People*, with over 4½ million net circulation. Six-column head and story told about the gadget letters mailed by Vernons Pools. *The Reporter* for October 1953 told the amazing story of the mailing operations of Vernons Pools, following the visit of Tom Grenfell, public relations manager. While in America, Tom collected many examples of American gadget letters and he has put them to work successfully during the past few months.

□ BIG GAME HUNTERS should be interested in a piece recently received by Arthur Martin Karl, of Names Unlimited, Inc., 352 Fourth Ave., New York 10, N.Y. Came by airmail from Indian Shikar & Tours Ltd., F. Block, Connaught Place, New Delhi, India. Tells how they can arrange for big game hunting in the Tarai Jungles of the Himalayan Foot Hills of Uttar Pradesh. Arthur and this reporter are wondering where they got their mailing list.

□ THE DIRECT MAIL ADVERTISING ASSN. has released another Research Report. It was compiled and edited by Harry Latz. Subject: The Dramatization and Personalization of Direct Mail. Gives all the Harry Latz formulas for personalizing and getting attention. The

report has been furnished to all DMAA members free of charge. It is available to others for \$5 per copy. Obtainable from DMAA headquarters, 381 Fourth Ave., New York 16, N. Y.

□ HYMAN HERMAN, attorney for the Direct Mail Advertising Assn., 230 Park Ave., New York 17, N. Y., has shown us a report outlining all state laws regarding organizations that solicit funds from the public for charitable purposes. It is well worth reading by those interested in the subject. It was prepared by The Institute of Public Affairs of the State University of Iowa, at the request of a state legislative committee. We believe copies may be obtained by writing to the school at Iowa City, Iowa.

□ WILLIAM H. WOODARD, Postmaster at North Chicago, Ill., is again starting something new. On Wednesday, January 5, 1955, at 2:10 PM, he will start a series of eight one-hour weekly clinics for industrial mailers in his area. The idea being . . . to teach mailing personnel how to obtain maximum benefits from the use of the mails and how to conserve on postal expenditures. The idea should spread across the country. The Canadian Post Office has been doing a similar job for many years.

□ PIPE DREAMS has been discontinued! That was the blunt statement in the September 1954 issue (Vol. 14, No. 4). It was a shock to this reporter who has considered *Pipe Dreams* one of the finest house publications in the world. We think H. X. Eschenbrenner, of Universal Concrete Pipe Co., 297 S. High St., Columbus 15, Ohio, should reconsider his decision. He is wiping out a valuable capital investment built up over 14 years simply because his circulation has grown too large and printing costs have increased. Why not limit the circulation and make a few economies in the printing setup? That would seem more logical.



SERVING CHICAGO AND THE MIDWESTERN AREA

Lemarge has what you need . . . a battery of automatic machines capable of inserting as many as 12 pieces into one envelope . . . crews of experienced people to sort and tie mail accurately and speed your postal deliveries.

More and more mailers who want fast, economical, quality service are turning to Lemarge . . . the Midwest's leading mechanized mailing organization.

One of our representatives will gladly help on your next mailing. Phone today and get acquainted.

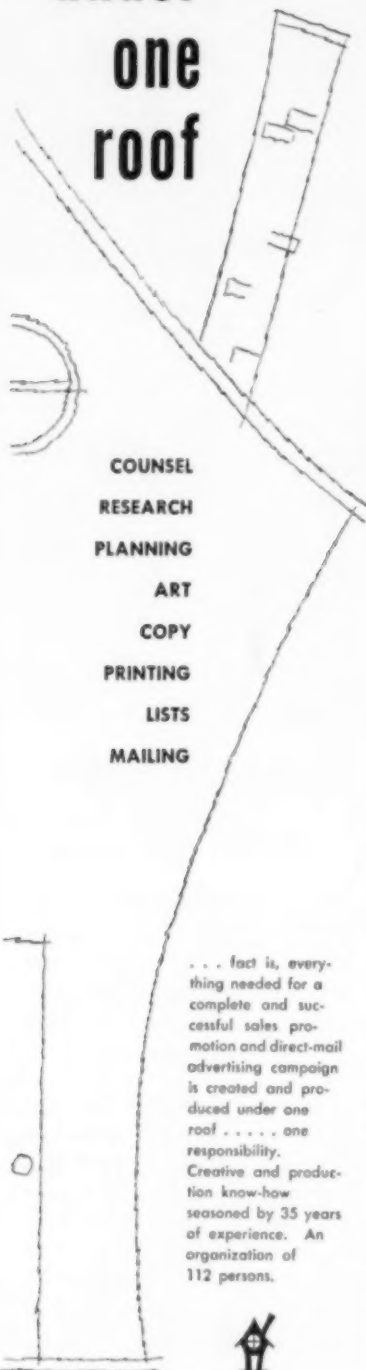


Write or phone for details!

the **LEMARGE** company

417 S. Jefferson Street
Chicago 7, Illinois
Phone: HArrison 7-1030

under one roof



COUNSEL
RESEARCH
PLANNING
ART
COPY
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LISTS
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... fact is, every-
thing needed for a
complete and suc-
cessful sales pro-
motion and direct-mail
advertising campaign
is created and pro-
duced under one
roof one
responsibility.
Creative and produc-
tion know-how
seasoned by 35 years
of experience. An
organization of
112 persons.



Complete direct mail service
THE FOLKS on GOSPEL HILL
a division of
THE JAY H. MAISH COMPANY
Advertising Agency
MARION • OHIO

Short Notes CONTINUED

□ THE 1955 CONVENTION of the National Industrial Advertisers Assn., will be held in Washington, D. C., at the new Sheraton Park Hotel on May 9, 10 and 11. Sorry to hear that two chapters (Dayton and Cincinnati) have dropped out of the NIAA as aftermath of Montreal squabble and reorganization. Seems like new President John Freeman ought to be given a chance to get started on the scheduled improvements. As analyzed in our September industrial issue . . . NIAA deserves to be bigger, not smaller.



□ MILTON WISH of Wish Printed Advertising, 1515 West Pico Blvd., Los Angeles 15, Calif. mailed a die-cut folder of himself to printing prospects. Turning Milt's silhouette, copy on back-up sheet read "You can stand us up—we'll never let you down."



□ SHANE COLOR-TONE SELECTOR is a new aid for artists, plate makers and printers. Twenty three different colors are printed on acetate and Kromekote sheets. By using the acetate sheets as visual overlays, the selector predetermines the results when multi-colored are planned. The new selector was developed by Harry Shane, art director of Atlantic Advertising, Atlantic City, N. J. Harry has shown the idea around Philadelphia and gotten some very favorable reaction. Write to him for information at 303 N. Wilson Ave., Margate, N. J.



□ SPARKLING INSERT: Hot on the heels of our first die-cut insert in a 2nd Class publication (September Reporter, pages 77, 78, 79 & 80), The Zlowe Co. (advertising) 598 Madison Ave., New York, has come up with a trick insert for client Wings Shirt Co. Running in apparel trade publications, the insert is flocked with sparkling aluminum granules, creating a glittering effect for copy theme "Out of this World." Complete story of insert possibilities under new postal regulations can be found in the issue of the Reporter, mentioned above. Investigate!

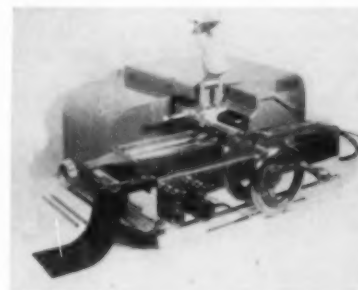


□ THE MAIL STORY is a new television series being shown by ABC-TV. The coast-to-coast show dramatizes the work being done by postal inspectors to safeguard speedy delivery of the mail.

Show is broadcast from New York at 8 p.m. on Thursdays. Consult your local paper for time and station in your area.



□ A POST OFFICE MOTION PICTURE is also available for showings at organization meetings. It's a 20-minute documentary titled *Pigeon Holes and Progress*. Shows the course of a letter from the time it is written until it's in the hands of the recipient. Behind-the-scenes postal operations are explained. Film is 16-mm, black and white with sound. Must be run on sound equipment. See your Postmaster to arrange for borrowing a print.



□ SPAN is the name of this Speedaumat plate notching machine introduced by Rapid Addressograph Machine Service, 120 Greenwich St., N. Y. C. Machine can notch 1 to 200 Speedaumat plates at a time with 1 to 24 notches. Speeds range up to 10,000 plates per hour.



□ CURTIS 1000 ENVELOPE CO. has moved into their new Eastern Division plant at 150 Vanderbilt Ave., West Hartford 10, Conn. The new facilities are the result of expansive Curtis sales and development of new specialties which outgrew the facilities of their Hartford, Conn., plant.



□ THERE WILL ALWAYS BE AN ADMAN DEPT.: Back in 1929 when *Washington Times* ad salesman Henry Kaufman wanted to start an agency in the Capitol, his friends told him it wouldn't work. No business, no industry, nothing but government and government clerks. Last month, hundreds of Kaufman's friends attended a cocktail party given by the Advertising Club of Washington in honor of Henry J. Kaufman & Associates' 25th anniversary. Starting as a one-man operation, Kaufman's offices at 1419 H St., N. W., Washington, D. C. now hold 40 employees who handle more than 50 accounts (most of them national).

Mc CALL CORPORATION

230 PARK AVENUE, NEW YORK 17 . . NEW YORK

October 22, 1954

Mr. E. W. Proctor, Jr.
Guild Company
160 Engle Street
Englewood, New Jersey

Dear Ed:

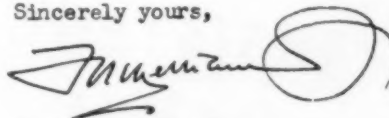
It is gratifying to see the results of the work now being done by brokers to make available more accurate and complete list information.

These efforts tend to give users increased confidence in list descriptions, and are bound to have a beneficial effect on the industry.

It is important for you as a broker to secure all the facts about a list, and it is equally important for us to know that the information we receive from you has been checked at the source for accuracy.

Your plan of having information "certified" by list owners is, therefore, a decidedly constructive and helpful practice.

Sincerely yours,

A handwritten signature in dark ink, appearing to read 'F. N. Merriam, Jr.', with a large, stylized circular flourish at the end.

F. N. Merriam, Jr.
Manager of Subscription Promotion

The Sign National Catholic Magazine

Published by the Passionist Fathers

MONASTERY PLACE, UNION CITY, N. J.

Office of the Editor

Dear Friend:

I am on the spot -- and only you can get me off. Father Donald Nealis, our Business Manager, tells me he has received no reply to his letters asking you to renew your subscription to THE SIGN.

That's right, Father.

As Editor, it is my job to produce a magazine that people like yourself will want. In your case at least, it would seem I have not succeeded. Failure to renew is a silent vote of no-confidence. That is why I say I am on the spot.

The Real Reason

It is possible you have simply overlooked the matter and this letter will be the reminder you need. Your renewal will be the welcome vote of approval I am anxious to have.

No No - That's not it at all!

On the other hand you may not want to continue to receive THE SIGN each month. In that case, I would be grateful for a personal note telling me just how THE SIGN has failed to keep your interest. *Please Father - no more about failing!*

We Passionists publish THE SIGN with a twofold purpose. The first is to give you a lively, interesting, timely and provocative magazine that will not merely entertain but will keep you abreast of the Catholic viewpoint on current affairs. The second is to obtain sufficient funds to continue and to expand our mission work at home and abroad.

You win, Father!

This purpose is so important we hate to admit failure even in an individual case such as yourself. That is why I am writing to you and that is why I shall be most grateful if you will let me hear from you. I am enclosing an envelope for your convenience.

RG:ED *former entreaties*

Sincerely yours in Christ,

Father Ralph Gorman, C.P.

Editor -- THE SIGN

Persistence Triumphs!

**CASH \$3
RENEWAL**

PERSISTENCE PAYS!

Father Donald Nealis, C.P., business manager of The Sign (national Catholic magazine), Monastery Place, Union City, N.J., sent us the letter reproduced here . . . as an interesting example of how persistence pays. The subscription department sends a series of eight renewal letters signed by the business manager. The ninth and final to expirations is signed by the editor. The Sign received this cartooned reply from a Sister at St. Francis Prep in Joliet, Ill. Father Gorman got his renewal . . . but the Sister demonstrated she had a sense of humor sparkled by a humanized letter.

□ **YOUR PRINTING COSTS ARE AS FOLLOWS . . .** is the name of a free 16-page printing estimating booklet offered by Regina Services Corp., 847 Lexington Ave., Brooklyn 21, N. Y. Simply by knowing the size and quantity of the job, Regina says the booklet will tell its cost with nothing to figure.

□ **"BOOST YOUR SALE BY MAIL"** will be the theme of Philadelphia Direct Mail Day to be held at Philly's Bellevue Stratford Hotel on Nov. 19. The all-day meeting sponsored by the Philadelphia Direct Mail Club will include exhibits and a series of clinics on art, copy, production, lists, etc. At this writing, chairman Herman S. Theonebe, vice-president of Arndt, Preston, Chapin, Lamb & Keen, reports that the feature speaker would be announced at a later date, so we can't report here.

□ **WE HAVE A NEW POSTMASTER** here in Garden City who we think is doing a great job promoting direct mail. His name is Abbott L. Dibblee . . . his bulletins have the same spark Postmaster Bill Woodard of N. Chicago, Ill., puts into his. One interesting P.S. we received from Dibblee recently read: "A recent survey of first class metered mail conducted at this office revealed an average of 33 letters per pound — less than ½ oz. each. The insertion of a small advertising piece might help increase your business without increasing your mailing costs."

□ **LETTERS WE LIKE DEPT.:** "Dear Sir: In the next 5 seconds you will make a decision. You will decide whether or not to read this letter. Thousands upon thousands of men HAVE read this letter. Today, they thank their lucky stars they did." . . . Opening sentence of a two-page sales letter from M. Habernickel, Jr., of the Haband Co., Paterson 4, N.J. P.S.: We read the rest of it. It too, was good.

□ **ADD TO THE ABOVE DEPT.:** "Busiest corner in the world is the one under the postage stamp." This and other tidbits of direct mail boosting found in the good copy of a processed letter from Elizabeth Repass of Repass Letter Service, 64 E. Jackson Blvd., Chicago 4, Ill.

□ **SPEAKING OF LETTERS . . .** Fred (Better Mottos Assn.) Gymer has teamed up with "Cy" (Better Letters) Frailey to publish a new magazine called *Letter*

Perfect. The monthly publication will be devoted to improvement of letters, reports, direct mail and overall advertising copy. Frank Roberts, 3541 St. Albans Rd., Cleveland Heights 21, Ohio, is business manager. Will be syndicated through office supply dealers.



□ AN IMPRINTED PENCIL attached to a folder was mailed to prospects of J. B. Sands & Co., 16 Brighton Ave., Boston 34, Mass. . . to convince them that direct mail is the No. 1 Sales Tool for smart advertisers. Copy ties in with pencil: "Plan your direct mail as you would any project or adventuresome trip. Avoid detours . . . get to the point!"



□ ADDRESSING ECONOMY? A mass-produced sales letter from American Film Forum, Inc., 516 5th Ave., New York 36, N.Y., was addressed to The Official Catholic Directory simply as: "The Official, 12 Barclay St., NYC". Maybe Film Forum has hit on a new method of abbreviating for three line addressing economy; but the post office won't like it.



□ IF YOU USE A LOT OF TIP-ONS, write to The Lemarge Co., 417 S. Jefferson St., Chicago 7, Ill. and ask them for a poop sheet describing their new labeler. It's a high-speed machine for affixing one piece of paper to another with almost an unlimited capacity. Engineers are wrapping up the loose ends and the machine should be available for rent or sale soon.



□ SPECIAL DAYS, WEEKS AND MONTHS is a new booklet offered by the Chamber of Commerce of the U.S. Lists more than 400 business promotion events, legal holidays and religious observances. The 48-page publication is the most complete listing of special events available . . . packed with tie-in promotion opportunities. Single copies are available from the U.S. Chamber of Commerce, 1615 H St., Washington, D.C., for 25¢. They will quote special prices for quantity orders.



□ HERCULES POWDER CO., Wilmington 99, Del., came up with a clever folder to sell their Paper Makers Chemical Dept. product *Pexol* sizing. The accordion-fold, two-color piece was written around a number of halftones showing different size hats. Copy neatly pointed out that although no hat maker can make one hat to fit every head, *Pexol* provides one paper "size" in a number

HORSE SENSE

Pictured above is an unusual sales booklet that was sampled in a folder of printing specimens from Herbert W. Simpson, Inc. (printers), 109 Sycamore St., Evansville, Ind. Beautifully printed in yellow and black, it is a sales prospectus of young race horses bred at Stoner Creek Stud Farms in Paris, Ky. The horses were offered for sale at the Keenland Summer Sales auction in July. Each page of the equestrian promotion pictures a handsome portrait of the horse offered and copy lists the yearling's impressive family background. The booklet was produced by the Cromwell Bloodstock Agency, Lexington, Ky. . . with a Simpson printing job that lives up to the quality of Stoner Creek Stud's blue-blooded product.

Q uality in E nvelopes



Quality in envelopes is assured when you purchase Cupples envelopes. But, what's more, is the quality of returns when Cupples Personalized envelopes are used for your direct mail.

Try Cupples Personalized envelopes for your next mailing and see the "Plus Difference" in your returns.

S. Cupples
envelope co., inc.

360 Furman Street • Brooklyn 1, New York
Offices in Boston, Washington & Philadelphia

Short Notes CONTINUED

of formulations. Congratulations to industrial advertising manager Joe W. Dolson for a fine selling piece.



□ SPEAKING OF HERCULES, their 35-year-old h.m., *The Hercules Mixer*, was streamlined to pocket-size with the October issue. With more than 10,000 people now employed at Hercules, the company thought it was time to step up the *Mixer* to a faster pace. It's now paced with short, easy-to-read articles and lots of pictures. We think their new format will be more popular than the old.



□ TRAILER HOMES, INC. of Houston, Tex., won top award of the year for the match industry's packaging competition sponsored by the Match Industry Information, 500 5th Ave., New York 36, N. Y. The winning entry (above) was a match book package shaped like Trailer Homes' product. Other entries included packages shaped like water heaters, trucks, trailers, boats, etc. M. I. I. B. reports that 10% of the 13 billion match books circulated annually are now distributed in direct mail packages.



□ COLUMBUS ART, INC. used the shorthand idea in an attention-getting announcement they did for the Ohio Assn., of Small Loan Companies 39th Annual Convention. Front page of the folder pictured a shorthand book with copy in shorthand to be transcribed by members' secretaries. Same idea was used on a *Reporter* cover years ago . . . but it still gets reaction.



□ IF YOU WANT TO SEE some fine silk screen printing write to Williams & Marcus Co., (printers), 424 S. 10th St., Philadelphia 47, Pa. and ask for a copy of the October issue of their h.m. *The Hellbox*. It's all about the serigraph

(silk screen) process . . . with some beautiful, illustrated examples of what can be accomplished by squeegee craftsmen.



□ **LUCKY MATCHES** is the name of a new match book created by Lion Match Co., Inc., 250 W. 57th St., N. Y. C. . . which offers prospects a real game of poker. Each book contains 15 sticks with a complete poker hand printed on each. Players select sticks from the book and compare them for highest hand. Front cover has imprint space. For information write to Lion's Horace Klafter.



□ **THIS AUTOMATIC BATCH COUNTER** separates and counts greeting cards, sheets, folders, envelopes, etc. in units from 1 to 99 for fast, 100% accurate boxing. Handles material (whether folded or flat) in one third the time it takes a hand counter. The Electronap Batch Counter is sold exclusively by Darling-Payne Corp., 82 Beekman St., New York.



□ **NEWLY PUBLISHED Credit Management Year Book** of the National Retail Dry Goods Assn., says that 58% of total department store volume is now credit sales. But also points out that credit losses are only 2% to 4%. Or-

neenah says . . . you've spent your life gathering the ideas you put into your letters . . .



why not spend a fraction of a penny more to put those expensive ideas on a fine rag bond by neenah?

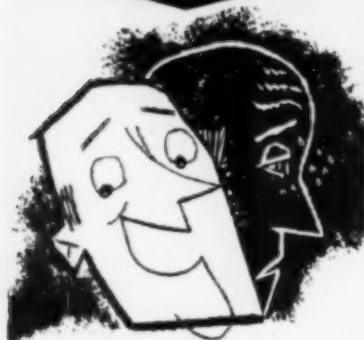
The traditional firm, crisp feel of a fine rag paper will lend prestige to your message. The brilliant, blue-whiteness of Neenah papers will command attention at a glance. Ask your printer for samples of fine rag paper by Neenah. They are expressly designed to give your business stationery strength, permanence and prestige.

To plan business stationery that is **PREFERRED**, ask your printer for a free copy of the "Neenah Guide to Preferred Letterheads." This exceptional book is based on a four-year survey that determined what businessmen preferred in letterheads.



NEENAH PAPER COMPANY • Neenah, Wisconsin

How to cure
mail advertising
headaches-



Save \$\$\$ for only 25¢ with

COLUMBIA ENVELOPE KIT Plus Mailing Cost Calculator

QUICKLY SHOWS:

- Cost of any direct mailing
- Cheapest method of handling
- Cost of production and mailing
- 12 ways to improve results
- Proper envelope selection

Another Columbia feature, the *Aristocrat Side Seam Envelope*, permits printing entire back of the envelope without seam interference. Columbia's design studio and complete manufacturing facilities assure speedy delivery of orders in any style, color or size, tinted, striped or embossed.

COLUMBIA ENVELOPE CO.

2019 N. Hawthorne Ave.,
Melrose Park, Ill.

Specialists in Envelopes Since 1911

Columbia Envelope Co.

2019 N. Hawthorne Ave., Melrose Park, Ill.

Please rush new Kit and Calculator
today, 25¢ enclosed.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

Short Notes CONTINUED

ganized into sections covering credit promotion, collections, research operating statistics, etc., the book's 352 pages contain a wealth of information for credit or collection letter mailers. Price is \$6.50 to NRDGA members, \$10.00 to non-members. Write to NRDGA at 100 W. 31st St., New York 1, N. Y.

□ M. A. S. A.'s NORCAL CHAPTER had a big afternoon on Nov. 6th with a luncheon and seven other sessions at Bellevue Hotel, San Francisco. Luncheon featured 8 "\$1,000 ideas" Norcal members picked up at the Boston convention . . . and guest speaker Valerie Kuhn, Frisco businesswoman, who spoke on salesmanship and association of ideas.

□ LIVE PROSPECTS? Here's a case that demonstrates the long-time need for the code of ethics you'll find on page 20 of this month's *Reporter*: A Kentucky funeral director was refused membership in the Kentucky Funeral Directors Assn. because he had been soliciting business by writing letters to hospital patients and persons ill at home. The KFDDA called the direct mail effort unethical and "reprehensible". In going after "live prospects", seems to us the funeral director hit on the *fringe* Jess Roberts explains in the ethics report. Perhaps KFDDA can use the code of ethics itself, adapting it to their business.

□ CATHOLIC MARKET DATA is presented for the first time in the new 1955 Catholic Press Directory published by the Catholic Press Assn., 150 E. 39th St., New York 16, N. Y. Data gives comparative charts of Catholic population, institutional market, etc. The entire directory is loaded with important information on how to reach one of the nation's biggest markets. Lists every Catholic publication printed in the English language. Price of the directory is \$3.00 per copy.

□ 100 MILLION-YEAR-OLD PRODUCT. Abbeon Supply Co., mail order house at 179-31 Jamaica Ave., Jamaica 32, N. Y. is known for its unusual items and clever press releases about them by Frank Wertheim. For his latest effort, Frank has reached into the past to offer imported porcelain, 6-inch dinosaurs. Priced at \$2.00 each or a set of 3 for

\$5.00, the knick-knacks come complete with descriptive history about dinosaurs. Wonder if Frank now has any ideas of selling flying saucers by mail?

□ FOOTE & JENKS, Jackson, Mich., sheds some "light" on the purchase of vanilla with a booklet worked into a display effect. The booklet is attached to the bottom of a larger size piece of bristol stock, folded at the top to make an overhanging valance. Under the valance, they attached a miniature light bulb gadget. Yellow background from the bulb is printed on the large sheet and continued on each of the booklet's pages . . . giving the effect that each page is in a spotlight. Good 3-D format.

□ VOLUME MAILERS should get this new booklet titled *Wider Horizons with Mechanized Mailing*. Published by Inserting and Mailing Machine Co., Phillipsburg, N. J., the booklet documents



some of the many changes in mass mailing operations which have taken place in recent years. With the modern trend toward greater quality and cost control, mechanization seems to be the answer. The booklet tells how many large mailing departments are handling heavy schedules with speed and economy. If you're interested in mechanized mailing write to Inserting & Mailing and ask them to send you a copy.

□ TIME MAGAZINE, Time & Life Bldg., Rockefeller Center, New York 20, N. Y., has issued a promotional booklet that takes some good-natured pokes at the frenzy of putting an ad campaign together. Titled *Your Ad Campaign*, humorous sketches trace the experience from the first step: "You begin with a

HAMMERMILL
BOND

*Achieving greater
and greater stature
for more than 42 years,
this famous paper
is America's
most used
watermarked bond*



A work of art . . . In the art of color printing, paper is an important tool. And if you use Hammermill Offset, you'll turn out work with sparkling, three-dimensional realism. Whiter, brighter, more opaque, this improved paper has excellent ink receptivity, dimensional stability and freedom from fuzz, lint and flakes. It is available in Wove and four handsome embossed finishes—Linen, Handmade, Laurel and Homespun—in many weights and sizes. Hammermill Paper Company, Erie, Pa.

**HAMMERMILL
OFFSET**

for the finest color printing

Short Notes CONTINUED

glance at trade reports" (sketch of a face snowed under with books and research material) to the final kick-off time. Time's point, of course, is that after all the frenzy, the best possible audience (*Time*) is none too good for the campaign.



□ SCIENTIFIC COLOR CORP., color plate makers, have just published a complete price list for 3 and 4-color process separations. Special feature of the listing is the firm's offer of free acetate overlay proofs which can be used as a progressive color printing guide. Write to Scientific Color Corp. at 653 11th Ave., New York 36, N. Y. for information.



□ SKED-U-CAL is a new calendar that tells you just about everything concerning future dates, days, weeks and months.



Tells you the time period between dates, has 60 monthly calendars. It looks complicated, but isn't. The 10" x 12 1/2" planning calendar sells for \$7.50 and comes in plastic, loose-leaf style with daily spaces for record and follow-up notes. Published by L. D. Blehart Co., 10 Fiske Pl., Mount Vernon, N. Y.



□ "MOUNT OLYMPUS BLOWS ITS TOP" is the eye-catching headline sparking the first issue of *Mercury Messenger*, new h.m. of Mercury Service Systems, Inc., 461 4th Ave., New York 16, N. Y. Prepared by Harry W. Graf, Inc., 1 E. 53rd St., New York 22, N. Y., the small 4-page, self mailer contains a number of short bits about Mercury's messenger service. Article under the page-one headline tells how Mercury was appointed Jupiter's aid to speed up delivery service from Hercules' Printing House. Cleverly written in a Greek Mythology vein. The *Messenger's* Vol. 1, No. 1, also listed some important "dos and don'ts" for graphic arts messenger delivery . . . and contained a built-in reply card offer for their free Telekit (see Short Note, page 15, May 1954 *Reporter*).

(Continued on page 48)



*Everybody will see
the Difference-immediately*

vVx is visible. U.S.E.'s improved synthetic-type seal flap gum has the natural sheen and color which people have learned to look for. They know immediately that there's gum on the flap.

And they find these additional advantages: **vVx** lies flat; does not curl, and has high resistance to humidity and blocking. It provides instant tack with normal moisture, and makes a positive, permanent seal. It has the U.S.E. *neutral taste*.

vVx is a product of U.S.E.'s Envelope Research Laboratories, and is now provided on all stock commercial and official sizes of White Waves and Bonds.

Enjoy the many advantages of **vVx SEAL FLAP GUM** — you'll see the difference *immediately*.

New Home of the famous U.S.E.
Research and Processing Laboratory at
Metuchen, New Jersey, where scientific
quality control gives life to the U.S.E.
Guarantee.

*T.M. Reg. Appld. For



UNITED STATES

ENVELOPE COMPANY

Springfield 2, Massachusetts
15 DIVISIONS FROM COAST TO COAST

A CODE OF ETHICS FOR DIRECT MAIL

JESS ROBERTS' PUBLIC POLICY
AND ETHICS COMMITTEE PRESENTS
FINAL REPORT AT DMAA CONVENTION . . .
IMPLEMENTATION COMMITTEE TAKES OVER

J. S. Roberts, of Atlanta, presented the final report of his Public Policy and Ethics Committee at the DMAA business meeting in Boston. We are printing it here as presented. There may be a few minor changes before the Implementation Committee starts to function. All members of the association will be asked to sign a compliance agreement as part of their applications. It has been a long time coming . . . but this reporter, for one, is glad that direct mail finally has a *code of ethics* spelled out in plain terms. No legitimate mail users could possibly complain:

A REPORT FROM THE SUB-COMMITTEE

(John D. Yeck, Chairman)

Preamble

Advertising, and selling, by mail is now a tremendous force for good in the American economy. Serving the best interests of both business and the public, it spreads information, reduces the distribution costs of goods and services and so raises the American standard of living. The effective, economical preparation and use of direct mail has become a profession . . . with thousands of competent, high-principled practitioners.

Still, as in every profession, there is a *fringe* . . . uninvited, unwanted and unaccepted by other members of the professional group.

When this fringe violates principles of good business, good breeding or good taste, the public often identifies those violations with the entire profession.

The group, in quietly accepting activities which it cannot control, often appears to be defending them.

In direct mail advertising this "fringe" is a tiny fraction of all direct mail users, but a constant source of irritation to the public.

Members of the *Direct Mail Advertising Association* recognize that this irritation exists. We don't like it.

Direct mail which readers reject, condemn or do not believe is not as successful as direct mail which they believe and like. Moreover, bad direct mail hurts all direct mail and the effectiveness of all of it suffers.

But completely aside from the economic issues involved, there is the pride of belonging to a profession which commands respect. Members of the DMAA do not personally believe in dishonest, immoral, vulgar or deceitful activities. They do not care to be associated with those who practice such activities.

We know we cannot control all direct mail activities. We realize that our particular standards may not be agreeable to all who use the mails. We can, however, limit the membership of our association to those who feel as we do . . . we can encourage other users of direct mail to meet these standards, and we can aggressively call to the attention of the public and public authorities, those users of the mails who prostitute it.

Membership in the DMAA, therefore, is open to all persons interested in direct mail advertising or selling, provided those members agree to the following . . .

J. S. Roberts

General chairman, DMAA Public Policy and Ethics Committee



THE REPORTER OF DIRECT MAIL ADVERTISING

DMAA GENERAL STANDARD OF PRACTICES

Acceptance of this standard of practices is required of all individuals or firms who wish to obtain or continue membership in the Direct Mail Advertising Association.

IN OUR DIRECT MAIL ADVERTISING:

1. We'll be service minded. We'll attempt, always, to prepare and use direct mail that serves the best interests of the public . . . for true service is the surest road to profit and satisfaction.

3. We'll be honest. Our performance will match our promises. Our products will match our claims . . . for faith grows on good experience.

5. We'll be businesslike. We'll hold to high principles of business. We won't take unfair advantage of the innocence, sympathy or conscience of others.

2. Our statements and promises will be clear and understandable. We'll avoid half-truths and misleading statements . . . for vagueness breeds controversy.

4. We'll be decent. We'll keep our mail equal to or above our personal standards of decency . . . for immoral, irritating and offensive mailings make enemies, not friends, for our medium.

6. We'll reach, or exceed, specific standards of practice established by the DMAA membership.

DMAA SPECIFIC STANDARD OF PRACTICES:

1. Members will make their offer clear; avoid misrepresentation of an offer, product or service. Will not use ambiguous statements.

2. They will return money promptly upon receipt of merchandise returned because of being unsatisfactory.

3. They will not make vulgar, immoral or offensive mailings.

4. They will not use the mails to promote the sale of gambling devices, por-

nographic material or other matter not acceptable for mailing on moral grounds.

5. They will not mail unordered merchandise, for which payment is requested.*

A PLAN FOR A PERMANENT COMMITTEE

This Committee suggests that the DMAA Board of Governors seriously consider adding the Committee on Standard of Practices to the list of standing DMAA Committees.

Membership: The committee should consist of selected members of the DMAA, plus representatives from the Advertising Press, the National Better Business Bureau, the Post Office De-

partment and from any other group which the DMAA officers believe have an interest in improving the moral and ethical standards of advertising and direct mail.

Procedure: The committee should thoroughly review the DMAA code each year and be required to make a full report to the business meeting at the annual convention. This report should review the actions taken to maintain standards during the year and offer suggested additions, deletions or changes of the code to the membership for action.

Once a general method of encouraging compliance has been accepted as satisfactory by the DMAA, the committee should be the final authority on implementation.

John D. Yeck

Chairman, DMAA Sub-Committee to write the Code of Ethics



* The only argument in Boston centered around point five. A few dissenters wanted wording changed to exempt charitable organizations. But others objected to any change since a few charity organizations have been worst offenders in mailing unordered merchandise. The Code Committee will study the wording further with the idea of making it clear that this does not apply to such organizations as the National Tuberculosis and Health Assn., who use time-accepted stamps or seals which could not be considered as merchandise with a fixed monetary value. The Better Business Bureaus have campaigned for years to eliminate the unordered merchandise rackets. It would be unwise for the DMAA to adopt any wording which countenances a continuation of these rackets.

MEMBERS OF THE DMAA "CODE COMMITTEE"

- J. S. Roberts (Chairman)
- S. R. Bernstein
- Elon Borton
- Henry Hoke
- C. B. Larrabee
- Edward N. Mayer, Jr.
- Fred R. Michaels
- James M. Mosely
- Maxwell Sackheim
- W. C. Sproull
- K. B. Wilson
- E. H. Woodley
- John D. Yeck

CONVENTION ANALYSIS

By Another Dissenter

Howell, Michigan
October 25, 1954

Dear Henry:

You're swell to give me an opportunity to say a few words about the "late" DMAA Convention. And I use the word "late" as a descriptive word rather than one denoting a period of time. Because from all the reports I have had and from my own observation, this convention could really be termed the belated convention killed by awful oratory.

For years I have been fighting a losing battle. As the DMAA gets bigger and bigger, it gets stuffier and stuffier. The whole idea seems to be to get some big name to harangue the membership with long-winded recitations of their successes, and in 9 cases out of 10 those individuals know little or nothing about the actual operation of direct mail, how it works, what it can do, and how to prepare it.

I've battled for years to get more "how-to" into this convention, and to deal less with generalities, oratory, and log-rolling.

If the DMAA is ever going to perform a service to its members, it's time it got off of Madison Avenue and on to Main Street. It's time it purveyed less "talk" and more "techniques". It's time it quit spending so much time telling *WHAT* to do and more time telling those assembled *HOW* to do it.

As you know, I headed up the panel on *HOW TO WRITE DIRECT MAIL COPY THAT WINS*, and it would have done your old heart good to see those in audience sink their teeth into what my panel had to say.

Many weeks went into the preparation of the material used there. Each panel member was warned in advance that there would be none of this holding up a letter and saying "this letter pulled 26%." Each panel member was warned that everything he had to say must be practical, useable — something that any man in the audience could take home and use on his own typewriter. There was to be no general discussions about testing or mail-

ing lists or number of returns. This was to be a copy session. And Bob Stone, Max Ross, Bob Roderick, and Merral Fox did a masterful job.

First of all, Max took a letter apart and showed how to write one. He had an actual example of a letter used by Old American Insurance Company, and explained, in detail, how the letter was written, what he had tried to do, and how he had done it. You can take from the attached manuscript the information you need to explain what Max did.

Bear in mind, Henry, each panelist was given only 5 minutes to present his case, and those 5 minutes were to be spent strictly on *HOW* he did his job.

Then Bob Stone took the "offer" of a mail order letter apart and put it back together. He explained how the offer was written. From his own experience he let those in the audience know that he started with the offer when he attacked a piece of mail order copy. He pointed out how the "benefit" should be repeated in the offer. You should have seen the notebooks come out of pockets and the pencils fly during these 5 minute talks. You should have seen the questions passed up to the panel, in written form, for answering. We could have been there 5 hours just answering questions.

Orville (Bus) Reed . . .



Everybody was enthusiastic. Everybody wanted to learn something.

Then Robert Roderick gave his 5 minutes on *HOW TO FIND AND PRESENT BENEFITS TO A PROSPECT*. And Merral Fox, loaded with actual samples of pieces he had produced, went through them word for word and showed how he put into each piece what he calls a "bombshell." He larded his talk with a certain amount of humor. Everybody ate it up.

I tell you, Henry, the membership is hungry for "how to" stuff. As sly as you keep it, direct mail, in general, is a "home made" medium. What I mean by that is that there's less professional talent used on direct mail than any other medium. As you know, few principals would fool around with a television show or a piece of copy for a national magazine, but when it comes to direct mail everybody gets into the act. And the job of producing direct mail is often left to the lowliest guy in the advertising department. And the results are obvious. The mails are full of so much junk and it is the DMAA's responsibility to change all this.

I'm getting damn sick of hearing direct mail referred to as the "supporting medium", or the "medium that implements other forms of advertising." It's a medium. It can do a

Reporter's Note: After we returned home from the Boston Conventions and had finished our preliminary report (page 31, October Reporter), we continued to make investigations by mail, phone and personal contacts. Everyone seemed to agree that the Friday morning Copy program was best . . . but sharing praise with equally unconventional mail order and beginners' sessions. So we called Bus (Orville) Reed at Howell, Michigan. Asked him to give his opinions. We are printing his letter *AS RECEIVED*, adding a few outlines from panelists. Please get this straight . . . this reporter (including Bus Reed) would not want to hurt the DMAA. We think things can be made a whole lot better by a few simple but basic changes. We submit this report to the Chicago Committee in hopes that they will get down to the grass roots. Forget Madison Avenue. Go back to Main Street. Sell the Convention to the DMAA membership on that basis and you'll have the biggest attendance ever.

selling job. It is doing a selling job where it is used right. But where can the average fellow find out how to use it right. Certainly not from a DMAA convention where "generalities" are the rule.

I don't take any credit for this panel I headed up. The job was done by Max, the two Bobs, and Merral. But I did ride herd on them.

I attended several meetings and of course the general luncheons. I never heard so much bilge in my life.

I talked to everybody I could but-tonhole, trying my best to get some idea as to how the convention as a whole was going. The reports I got were anything but encouraging.

Of course, I didn't talk to any top brass. I talked to the fellows out in the hinterland who produce direct mail and come to the convention to get ideas, to sharpen up their techniques, to get information that will help them do a better direct mail job when they get back home.

Dave Goldwasser, for instance, wanted to know if I thought "bigness" was the same as "importance" as far as the DMAA is concerned. He's worried about this awful oratory, and has an idea (with which I concur) that the DMAA might be getting a little too big for its britches, when it singles out for its important addresses some guy who has a "national name" whether he knows anything about direct mail or not. If you want names to draw the crowd, why not get Marilyn Monroe. She'd do as good a job as most of those main speakers, and she certainly would be prettier to look at.

I beg your pardon, Henry. You wanted a "report" from me, and all I seem to be doing is taking pot shots at the convention.

I talked to Horace Nahm, Larry Mathamy of Foote & Jenks, Bud Walker of Kozak, Kenneth Maatman of Rapids-Standard, Dave Goldwasser, and at least 20 others whose names don't come to me at the moment, and I think if you would poll these gentlemen you'd find that they share my ideas about this convention.

I'm attaching a letter Bud Walker wrote to DMAA. Headquarters will probably get many such letters in the next few weeks, and it certainly should be a tip-off to them as to how things are going.

All your codes of ethics, research committees, list certification efforts will go down the drain unless DMAA comes to life and realizes that what people want when they attend a convention is useable, practical INFOR-

From The Boston Convention

Copy Panel:

SUMMARY OF TALK BY PANELIST
Max Ross, Old American Insurance Co.,
Kansas City, Mo.

HOW TO KEEP YOUR READER'S INTEREST

1. **Be sure your letter is attractively set up.**
 - a. Paragraphs not too long.
 - b. Certain amount of underlining, but not too much.
 - c. Parts of copy indented for emphasis.
 - d. Letterhead does not distract from message.
 - e. Punctuation — dots, dashes, parenthesis — used to make copy easier to read.
 - f. Copy not too crowded on page.
2. **Use short words and short sentences.**
 - a. Follow Cy Frailey's famous formula of 70 to 80 words of one syllable for every 100 words you write.
 - b. Cut sentence thoughts to average of 10 words.
3. **Form a "bucket brigade" through your letters.**
 - a. Follow a logical idea sequence.
 - b. Use connecting links to *keep your copy moving*.
 - c. Join your paragraphs — either in word or thought — to lead your reader all the way through your copy.

SUMMARY OF TALK BY PANELIST
Robert Stone, The National Research
Bureau, Inc., Chicago, Ill.

(HOW I WRITE THE OFFER)

I never write any copy until I have made scads of notes. Sometimes I have as much as fifteen pages of notes and end up with a two page letter! I list all the selling points. Then I list all the sales appeals. I write the offer.

Then I decide upon my most promising benefit and try two or three different leads, building the leads around the most promising benefit.

With all these notes at hand and the offer down on paper — I proceed to write the letter, sticking close to the following formula:

1. I state my most promising benefit in the lead or first paragraph.
2. I immediately enlarge upon my most promising benefit.
3. I tell the reader specifically what he is going to get.
4. Next I attempt to back up value with proof and endorsements.
5. I tell the reader what he might lose if he doesn't act.
6. I restate my prominent benefits in the closing offer.
7. I attempt to incite action NOW.
8. Then I re-write the copy three times!



THIRD DIMENSION

GIVES GLAMOUR TO CATALOGUE COVER

This cover design of a new catalogue now being printed by Strobridge Lithographing Co., Cincinnati, is, in every sense, a standout.

The cover stock is famous Buckeye Cover, antique finish, sapphire color. The design of the ventilating machine and the firm name are stamped in silver foil, then so deeply embossed that contours stand out dramatically from the background.

Just as in moving pictures, the third-dimension effect, created in this case by embossing, supplies realism that is not attainable with ordinary designs or photographs.

There are definite reasons why Buckeye Cover has long been the choice of printers when specifications call for embossing. For something special in deluxe catalogue and booklet covers, menus, annual reports, etc., we commend embossed designs on Buckeye Cover to the consideration of art directors and creative printers.

On request, we shall be pleased to submit a monograph on this subject, titled "Third Dimension in Cover Designs."



THE BECKETT PAPER COMPANY

MAKERS OF GOOD PAPER IN HAMILTON, OHIO, SINCE 1848

MATION — stuff they can write down in a notebook, take home with them, and use to improve the pulling power of their own direct mail.

I don't know who is to blame, Henry, for the convention policies of DMAA. You will remember the first meeting of the convention committee in Washington when we had a knock-down and drag out about the "tone" of the convention. There were some who wanted to keep it on the brass hat level. You remember I stuck my neck way out on that subject, and you will remember also how I got it chopped off when I held out against the Harvard School of Business and even the symphony. I'll have to swallow some of those words because the Pop Concert was wonderful.

But from a "selling" standpoint — the standpoint of selling the convention to its members, I'm sure a jug band from Louisiana would have more appeal than a symphony concert to most of the members. You'll remember that I was told by one of the New Englanders that I should get out of Howell for a change and see how the other half lived. I don't think the fellow who gave me such a riding represents the other "half" or even one tenth of the DMAA membership.

This is Saturday morning. I am here all alone with this Gray Audograph, and what I have had to say in this too-long letter is strictly off the top of the head.

I realize there are too many people to fight in order to get these DMAA conventions to do the job they are supposed to do. But I think we have made a small start.

To sum up, there are four things that need doing quickly. Perhaps the DMAA will have to use a little direct mail to sell the membership on the convention and start that campaign immediately — not wait until a month before these people are asked to spend their money for traveling and hotel bills to come to Chicago. The 4 things fall in the "don't" category:

1. Cut out the "awful oratory" and get some "how to" into the general luncheon meetings.
2. Take the convention off Madison Ave. and put it on Main Street where most of the members live, breathe, and do business.
3. Give them less "talk" and more "techniques."
4. Spend less time telling WHAT to do and more time telling HOW to do it.

I still go for that Marilyn Monroe idea.

(Signed) Orville Reed

MEMO:

Help Wanted or Vice Versa

Over and above the job of finding good lists for the country's leading mail order firms, this office is called upon to recommend and find qualified men and women for specific mail order jobs.

For instance, one of our accounts in a club operation wants a copy writer who can bat out all kinds of direct mail copy. The job pays fairly well and has potential. There is another good job open for a bright young man in the circulation department of a national magazine to assist the Subscription Manager. Still another is for a woman or man as a combination account executive - creative person in a service organization --- should know lists, production and be able to get along well with people.

Conversely --- we know a creative person who has had considerable book club experience who is now looking for a job in advertising or promotion.

Because of our day to day contacts with hundreds of mass mailers and list owners all over the country, we are in a position to be helpful. There is no charge for this service. It gives me great pleasure to be able to do something for someone else.

Over and above personnel problems, I am often called upon to assist people in finding, selling or merging businesses. Again --- this is done as a friendly service without compensation.

So, remember, let me have the facts if you're looking for a job, want to find a person for a job, desire to sell or buy a mail order business --- or have a list which you wish to sell outright.

Lewis Kleid

P. S. If you have a list of names and wish to secure extra income from renting it for one-time use to other non-competitive firms --- let me act as your special representative. I'll protect you at all times and represent you in the most ethical manner. May I send you further information about the benefits and advantages to you in making your names available for rental purposes?

Mailing Lists **Lewis Kleid Company** 25 West 45th Street, New York 36, N.Y. Judson 2-0830

MEET THE MAN WHO MAILED A MILLION WITHOUT TESTING!

An Interview with Paul Murtaugh, Research Institute of America

Introduction by Lewis Kleid:

Mail order is a somewhat inexact science, and its exponents range from slide rule specialists to crystal ball gazers.

Paul Murtaugh sits somewhere in the middle. Using a wary mixture of arithmetic and imagination, he recently mailed over a million pieces — successfully — without a test, and with relatively little loss of sleep.

Paul certainly believes in testing — and does about as much of it as the next fellow — but he contends that the man who becomes “test-happy” misses the BIG opportunities.

At 32 he is a second-time President of New York's famed Hundred Million Club (some 300 members engaged in mass mail selling). He joined the Institute by way of Prentice-Hall and Moody's Investors Service after Fordham Prep, Fordham University and the College of the City of New York.

At school, Paul majored in English and Journalism, with a heavy minor in Latin and Greek, and was Editor-in-Chief of his college magazine.

A member of the Sons of the American Revolution and the Yale Club (DKE) — Paul Murtaugh lives in Tuxedo Park, New York, one hour and forty minutes by car, bus and subway to the handsome new Research Institute Building at 48th Street and Fifth Avenue.

In the rugged and beautiful terrain near his home Paul spends his spare time hunting in a red ex-army jeep and collecting handsome heterocera, rhopalocera and coleoptera.

Two daughters, Margot (2½), and Barbara (1½), a boxer, and a persian cat make up his merry menage.

QUESTIONS & ANSWERS

Q. Paul, I'm told that you made a mailing of over a million pieces . . . without testing. Isn't that dangerous?

A. Lew, this “no-test” mailing — actually it was a million and a half — makes a good conversation piece, and I'll admit I enjoy using it for its shock value. It illustrates a belief of mine that too many people in mail order selling are dangerously over-timid.

Mailing this 1½ million was neither a reckless gamble nor a guaranteed success; it was a calculated risk. But it was not disaster we were risking — it was lack of success — standing still instead of going ahead.

The thing to bear in mind before you get overly impressed with our bravado is that the opposite of “successful” is not zero. An out-of-pocket loss on this mailing was just about the most unlikely of the many possibilities we faced.

Q. You make it sound easy, but how could you be so certain of avoiding disaster?

A. We used only lists on which we had a long history of general success; lists, therefore, were a known quantity. Our letter, too, was closely modeled on a previously successful one, though

we offered a different premium. It was the change of premium that was scary — but here again we could deduce that we had a good usable premium going to logical prospects. So how far wrong could we really go? If the offer is logical and carefully thought out, disaster is most unlikely.

Q. Do you do this kind of thing often?

A. No. On this occasion a “now or never” opportunity came along relating to the New Tax Law, and we couldn't stand the idea of passing it up. We had a clear chance to make a big strike, if we were successful. As it turned out, this was the best mailing in many years.

Q. Still — you do a lot of testing. What kinds of information do you look for?

A. A little while ago, we ran a test that was just as big as the entire “no-test” mailing — 1,600,000 pieces. The test, however, was split among ten letters. Even so, it's a large quantity at first glance.

Paul Murtaugh . . .

Reporter's Note: Lewis Kleid's interviews are getting to be as well-known as direct mail itself. Many have appeared in previous issues of *The Reporter*. This month, we give you the interview with the advertising director of the Research Institute of America and president of the New York Hundred Million Club. It's controversial, and we'll let Lew do the introduction.



We were not just trying to find out which letter worked best. We were looking for 4 or 5 completely different letters that would work *equally well*—and we had enough confidence in *all* the letters to believe that no one of them would go deeply into the hole. Therefore, we used large quantities and spread them over a wide variety of lists — the largest quantities going to old familiar lists, the completely unknown lists getting only conservative quantities of a thousand or so each.

We wanted to make the several different letters work as a means of combating the duplication factor which is so unavoidable in mass mailings. Suppose, for example, you have two rented lists of Presidents, each one having many names the other lacks — but having many, too, that the other has. If we sent each list a different but equally good letter, our chances of making *both* lists work at about the same time were pretty good.

Meanwhile, why not gather up some revenue, so long as our copy was on pretty sure ground? Hence the total of 1,600,000. Incidentally, I must confess that we set out with the aim of testing 3,000,000, but unfortunately color feet cut the number in half.

Q. Before we dig further, Paul, would you give me some background on the Research Institute of America?

A. The Institute was started — by mail — about 20 years ago by Carl Hovgard. It now has a staff of over 150 people in the brand new Research Institute Building at 489 Fifth Avenue, New York. Some 30,000 individuals and companies are Members of the Institute and subscribe to one or more of its business advisory services in the areas of taxes, general management, sales management and personnel relations.

Q. Tell me about your interesting mass-market baby, RECOMMENDATIONS.

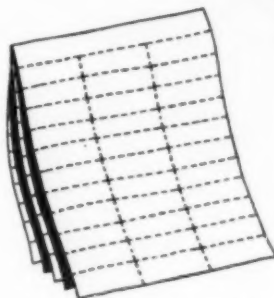
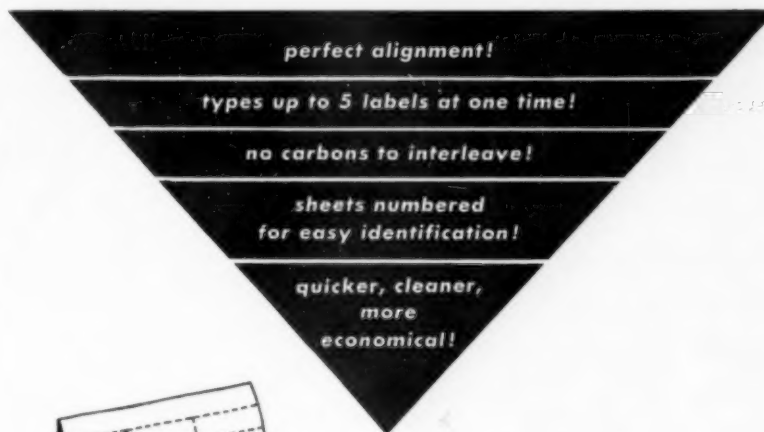
A. RECS is designed for the personal use of the business executive. It is a weekly 8-page newsletter (\$24 a year). We refer to it as a "private advisory report" because we think the word "newsletter" doesn't promise much to the customer. It summarizes in terse style the business meaning of the news with emphasis on what-to-do information to exploit opportunities and avoid trouble in every area of business.

No stencils... no attachments... no smudges with

DUPLISNAP^{T.M.}

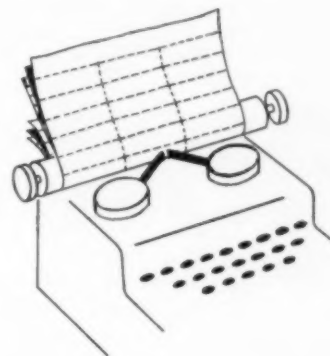
the 20% more efficient

Carbon Interleaved Mail Aid Addressing Labels

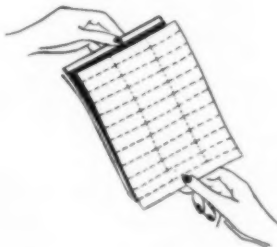


1 All labels are **perfectly lined up**, and sheets numbered for easy identification. Bottom safety margin means no waste.

2 Simple as inserting one sheet! DUPLISNAPS come in sets of 2 to 5 sheets — 33 labels to sheet. Complete with interleaved carbons!



3 Snap out and discard carbons. It's so easy, so neat!



EUREKA

For name of your local distributor write:

EUREKA SPECIALTY PRINTING CO.

538 Electric Street, Scranton 9, Pa.

Makers of the famous DUPLISTICKERS



TIE IT WITH A BUNN PACKAGE TYING MACHINE AND SAVE

Tie out mail and packages 5 times faster and do it more easily and economically.

Bunn Package Tying Machines adjust automatically to any size or shape bundle and tie it with a slip-proof knot in a way approved by Postmasters. Automatic Tension assures tight secure tie. Machine rolls easily from work area to work area. Plugs into any 110 volt AC outlet. A Bunn Tying Machine uses minimum amount of twine. Requires no training to operate.

BUNN

B. H. Bunn Co., Dept. R-11
7605 Vincennes Avenue, Chicago 20, Illinois

GET THE WHOLE STORY

Send today for this fact-packed tell-all booklet which illustrates the many advantages of this machine. There is no obligation.

MAIL THIS COUPON NOW

B. H. Bunn Co., Dept. R-11
7605 Vincennes Ave., Chicago 20, Ill.

Please send me a copy of your free booklet describing the many advantages of your tying machine.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

Lest I seem to take all the credit for the RECS operation — don't forget it was Ashton Robinson and Gerry Fitzgerald who put RECS on a profitable basis to begin with.

Q. How much third class mail have you used in the last twelve months to secure subscriptions for RECOMMENDATIONS?

A. Close to ten million pieces, not counting renewal efforts.

Q. Are you able to use radio, TV or space advertising successfully?

A. With the help of our advertising agency, Maxwell Sackheim Company, we have been offering a tax guide free with an annual \$24 subscription via radio, and test results have been excellent. No experience yet with TV.

Space advertising is extremely provocative, and we intend to use much more of it (newspapers and magazines) soon.

Q. What are the inducements for subscribing?

A. Our present premium is "Businessman's Guide to the New Tax Law." Other successful ones have been "Partnership vs. Corporation" and "How to Handle Travel and Entertainment Expense."

Q. Do you use a short-term introductory offer?

A. We have not found any advantage in offering subscriptions for a period shorter than 12 months. Short-term subscriptions do not renew as well as the regular full term subscription.

Q. Does the inclusion of an actual timely copy of RECOMMENDATIONS help the response?

A. It might pull better, but there is a great deal of evidence that people do not value what is sent to them free and unsolicited, no matter how good it is. In any case, sending out current copies of RECS would involve colossal production and timing headaches, our quantities being so large.

Q. Do you use standard copy for all lists or pin-pointed copy for selected groups?

A. One of these days I'm sure we'll be writing special copy for special groups — but right now we use the mass market approach. Our copy is written so that it appeals to "any businessman", and it is sent to all lists.

Q. Do you prefer a headline for the letter or a standard salutation?

A. My inclination is to start a letter with the prosaic "Dear Sir" on the theory that this salutation is at worst neutral. It strikes a note of formality as in regular business correspondence; it doesn't offend or overbear; nor does it shout "what you are about to read is advertising!"

With "Dear Sir" you can draw your prospect into the actual offer without risking loss of attention that might result from just one poorly chosen word in a headline.

We ran an interesting test on this score. We took the first careful sentence of a "Dear Sir" letter and made a headline out of it, then tested it vs. the original "Dear Sir." Returns were much better with "Dear Sir" but — more surprising — cancellations were much lower too! This suggests to me that the hard-hitting "whammy" of the headline may have oversold and disappointed even though the same copy when buried in the text seemed believable.

Q. In dramatizing letter copy do you believe in using marginal pen-script notations, underscoring, indenting, or extra color in the message?

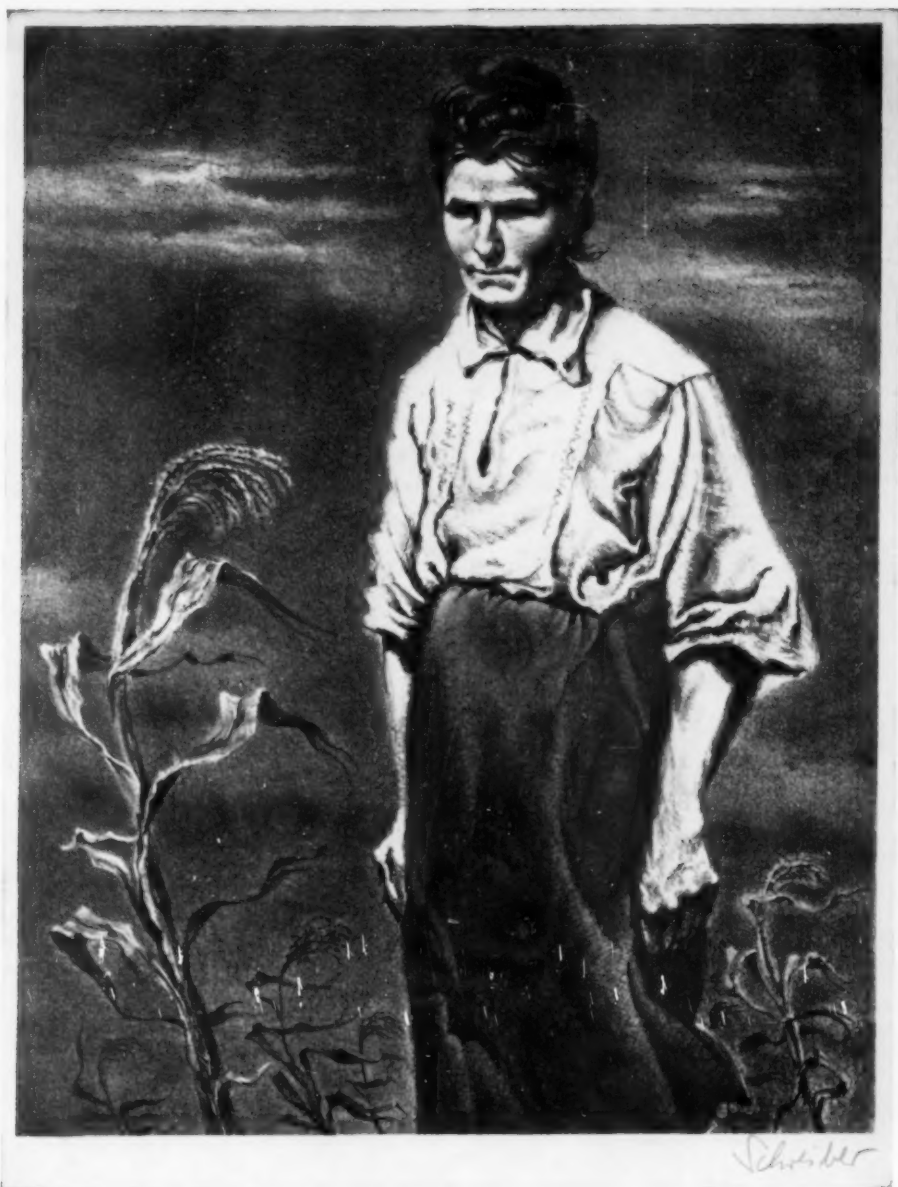
A. Too much gingerbread makes the prospect — he's getting pretty snifty these days — look for the fine Machiavellian hand of the tricky copy-writer. I, therefore, don't use selling copy in the margins. A second color in the body copy is not common in business letters, and for that reason I usually avoid it — at least on the first page where you are dealing with snap impressions. On the following pages, I use color wherever it will add up to easier reading.

Devices to relieve heavy masses of letter copy — indentation, short one-line paragraphs, etc. — are usually enough to assure easy reading on page one.

Occasionally, however, an underscore or slash mark will serve to dramatize or to point out a special feature. But I keep it pretty cryptic; I let the prospect wonder (I hope!) who did the slashing and what it means. The theory is that it makes his mind dwell on the parts of the copy thus marked.

Q. Your President, Carl Hovgard, has a theory that most letter copy would be better and more effective if the first paragraph were omitted. Do you agree?

A. Yes — I've tried it and it really works. On first writing, most of us try to get every benefit known to man in



I RAISE TURKEYS AND CHICKENS — *A fine character study by Georges Schreiber*



*Mohawk
Paper Mills*

Navajo Text and Cover

This matching text and cover brings prestige appearance and brilliant performance to fine printing. A bright, natural white background for deep blacks and true colors . . . a smooth, receptive surface for faithful reproduction . . . letterpress, offset or sheet-fed gravure.

111 & 22

**Magic figures
in mail order.**

The 22 represents the years we've been serving mailers.

111 is the number of different lists, all of them lists of cash mail order buyers we have for mailers' use on a one time rental basis.

The total makes us easily the largest owner source in America for variety and number of these preferred lists of identified cash buyers by mail.

A Directory of Lists will be sent on request.

BOOKBUYERS LISTS

INCORPORATED

363 Broadway, New York 13, N. Y.

the first paragraph. The result is that the letter looks like a hundred other advertising pieces, and therefore lacks impact. My own approach is to write "maximum benefit" copy first, then to switch paragraphs and lop off all excess fat and ripe cliches. The big thing is "believability" — to make the copy sound like a straightforward, honest offer — from one businessman to another — not from a tricky copywriter to a gullible country boy.

Q. The Institute has had the reputation for using deluxe direct mail: viz., first class postage, stamped reply envelopes, engraved letterheads and envelopes, fancy paper and full personalized salutations. Are these being dropped in favor of low cost efforts?

A. No. For some of our expensive services these highly personalized efforts are still rewarding. But when you run mailings in the millions every penny counts. What we try to do then is adapt the best qualities of our deluxe mailings. We try to simulate engraving with ordinary printing and use lowest cost stock but simulate better paper on mill-run orders with a special cockle finish.

Q. What do you think of teasers on envelopes and their effect on how well mail is read?

A. Teasers on envelopes and headlines on the letter copy immediately flag-wave that "this here stuff is advertising." That's not necessarily bad if the copy is good — but if the envelope bears a promise which is not fulfilled in the letter copy, the teaser is likely to do more harm than good. It must be used with logic and honesty. There must be no disillusionment. A teaser on the envelope such as "Re: New Tax Savings" is a real attention getter, and it is the literal truth. It says "This letter is about new tax savings."

Q. Have you found it profitable to fill in a one line salutation "Dear Mr. Jones" or to personalize an invitation letter?

A. We don't attempt too much of this sort of thing on RECS because it's expensive and it slows down our big mailings. We do use personalization for our more expensive services where the volume of mailing is not large.

Q. Have you found that any one form of letter reproduction is better than another?

A. "Big differences come from big changes", as I once heard Max Sackheim say. I can't get too excited about multigraphing vs. triple-head reproduction vs. offset vs. letterpress. The big thing is to make sure the format is legible and logical.

Q. Will the inclusion of a circular as an extra piece in your mailing help results?

A. There seems to be no justification for a circular in our efforts. In our offerings to the general businessman, it seems best to emphasize the benefits rather than a "table of contents" such as you would use on a circular. We try to make the copy promise "all things to all people."

If you tell a man you have a little tax saving machine that is simple and easy to work, he creates a picture of painless pushbutton warfare in his mind. If you go on to tell him about the 38 dials he must turn (or the chapters he must read), you may crush his ambition.

Q. Is there any one month or season more productive for your direct mail than others?

A. People who worry more about mailing "seasons" than about new copy approaches are in trouble. If you have a good offer or a new piece of tax legislation or business news of importance, you can mail contrary to any seasonal result pattern. The important consideration is the offer and not the time of the year. Businessmen are always ready and willing to pay attention to something that serves their best interests.

Q. Do you feel that every mailing must pay for itself and show a profit, or do you count on long-term renewals to help out?

A. Unlike many magazines, we have no advertising to help us subsidize our circulation costs. Every mailing must show a profit. But we do count on renewals and on the fact that many RECOMMENDATIONS subscribers will convert to our more expensive services. We have good histories on these items and can therefore predict very accurately.

Q. Which lists have been most successful for your efforts?

A. Putting it simply — any well-kept list of people who have enough income to have tax problems — probably men who make over \$7500.

Q. Can you use compiled lists effectively?

A. We would rather use qualified names of mail order buyers, but there are not enough of them, and these old "War horses" are being used constantly by competitive services. Of necessity, in order to get names in volume, we do use compiled lists.

Q. Which do you find most effective, the individual names of an officer with his title, just a title such as "Sales Manager," or just the company name?

A. If the lists are accurate and up-to-date, I'd rather have the individual name and title. On the other hand, we do very well with just the company name. In mailing large quantities to business firms we find no special advantage in using the title "President."

Q. How many times in a twelve month period can you mail to the same names?

A. If the copy is completely different in words and appearance, there seems to be almost no limit.

Q. From the first day of response how many days do you require before you can evaluate the effectiveness of your mailings?

A. The vagaries of third class mail are so great that I hesitate to lay down any hard-and-fast rule. Roughly — ignoring any preliminary scattering of response — we can deduce the final results by counting the first five days of heavy response and doubling that figure.

Q. Do you find it worthwhile to compile and maintain your own lists?

A. No. We are in the publishing business, not the list business.

Q. Do you find it more effective to mail to selected geographical areas where industry is known to be booming?

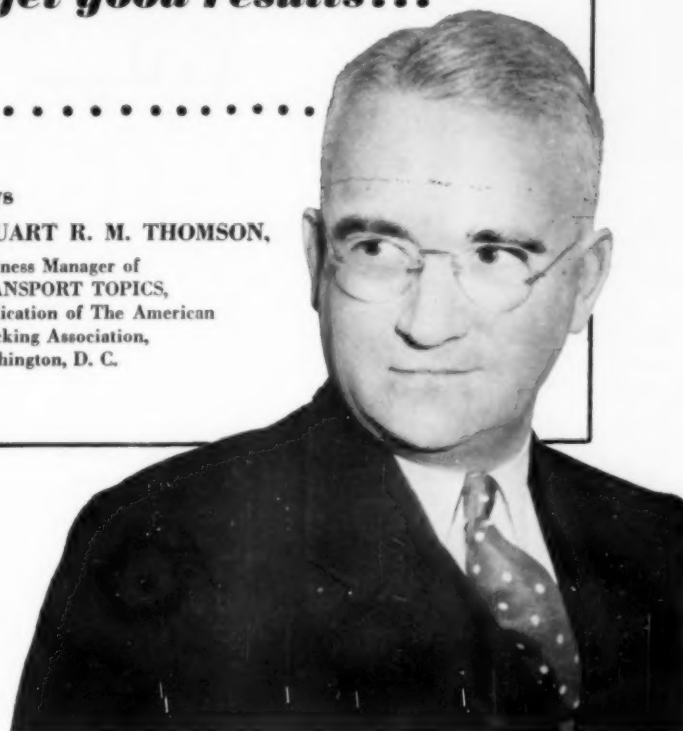
"We use Reply-O-Letters consistently and we get good results..."

.....

says

STUART R. M. THOMSON,

Business Manager of
TRANSPORT TOPICS,
publication of The American
Trucking Association,
Washington, D. C.



"83% is an unusually high renewal percentage. That's what we get from our more than 18,000 paid subscribers. The Reply-O people contributed a great deal to our success in this direction. They have a strong mailing piece and they developed creative ideas which helped us to get these outstanding results, year after year.

"We, at Transport Topics, think a lot of Reply-O."

Write for FREE BOOKLET

We invite tests of 5,000 to 10,000 Reply-O-Letters from mail users who, when satisfied with the results, can then mail in larger quantities.

The booklet, "IT WAS ANSWERS THEY WANTED" makes good reading for anyone who uses the mails. Send for your free copy today.

***the
reply-o-letter***



**THE REPLY-O PRODUCTS CO.
7 Central Park West
New York 23, N. Y.**

A. The quantities wouldn't be large enough. It is difficult enough to get quality names in volume without asking the list owners to give us selected cities.

Q. Are you able to use your expire names profitably?

A. Yes. These are our best list source. Our own names are twice as profitable as any that we can buy on the outside.

Q. How far back can you go in using house lists of former subscribers?

A. There is really no limit how far back you can go as long as the names are kept clean — We have used ten-year-old house names successfully.

Q. Would it be profitable for you to install your own automatic inserting machines and do your own mailing work?

A. A house lettershop couldn't possibly handle our peaks and valleys. Working with several outside lettershops, I am free to place the work where I get the best service and the best price — without having to worry about the fixed overhead of idle equipment.

Q. When ordering lists do you specify the newest names or do you take the names as they come?

A. If it's a large list and is available by years, I like to sample each year so that on a reorder I can hit the bulk of the names without having to retest on an aging schedule.

Q. What do you think of the mathematical approach to assure maximum confidence in testing?

A. I'm against it; mathematics simply cannot take into account the many variables of testing. In my opinion, the use of advanced mathematics in this area is a misapplication of a very useful science. Timing of copy, for example, is a challenge no mathematician can meet — unless he sometimes looks up from his formula and judges the wind by licking his finger.

Q. Do you have any standard list test pattern?

A. Here again, the mathematical approach suggested by your using the word "pattern" is too confining. I'd

rather test 1,000 each of a wide variety of lists — even when I know that 1,000 may be too small a test for a given list — than test mathematically "proper" quantities on only a small group of lists. I can then make deductions from comparison of results using a wide variety of lists — on the basis of "associated information" so to speak. When the results are in, I mail heavily on some lists — cautiously on others — and retest where the results are borderline. Briefly, if you need 1% and get 2½%, you can risk a rerun drop-off as much as 50% without danger. On the other hand, you can't take as much of a chance if you need 1% and get only 1%. By the same token, I wouldn't disqualify a list that pulls slightly under 1% because I recognize that my test quantity is too small to be entirely valid.

The judgments that must go into these decisions are much too complex for mathematics to produce. If I may pontificate very briefly, I believe that too few people use or trust the remarkable capacity of the human mind to solve many complex problems with a look and a squint.

Q. Do you have any other pet hates, loves or theories?

A. I love generalities (not as "rules" but for the helpful hints they provide), and I'll defend them to the last postman!

Of course, I'm not the only one who yawns when the talk turns to such specifics as "which color works better", but I have never heard anybody defend a little group of "dirty" but valuable words among which the word "generality" is especially detested. Others are "abstract" and "theory."

Throughout all of business, these words are anathema — in conferences, in copy, in direct selling — everywhere. Yet no sales campaign could be hatched without a *theory*; few specific conclusions could be reached without being fathered by a *generality*; and the most dramatic sales successes almost always come from the process of turning an *abstract idea* into a concrete benefit.

In fact, all creative writing has the goal and job of turning the abstract into the concrete — of giving solid shape and form to otherwise airy ideas.

While it is clear that consumers don't buy airy ideas, it is not at all clear to me why advertising people, who are really specialists in the care and feeding of abstractions, despise them with as much heat as the customers.

I don't know how anybody can become a good advertising writer without paying more heed to general ideas than to misleading "specific" pieces of ideas.

Direct mail people, in particular, seem to delight in more or less unimportant "specifics" like tilted postage stamps vs. straight ones; pink order forms vs. white; three-pages vs. two — etc., etc. We might more rewardingly concern ourselves simply with such general ideas as copy slanting, market analysis, mailing strategy, original phrasing, etc. It is the execution of these general ideas that brings in the real money.

We who sell "how to" shouldn't behave like customers in our own strategy discussions. The next time an *advertising man* rebukes your idea with the phrase "That's just a *generality* (or *theory* or *abstraction*)" — shoot him. It will save a lot of argument.

Q. Have you noticed any healthier signs on the copy front?

A. Yes — a growing respect for original phrasing. The fact that most of the *successful* copy these days has the feeling of freshness and originality about it seems to be discouraging the school that regards "free" for example, as a magic word.

A couple of years ago, it was almost a novelty to do without this and other mystic words in the same family — like "send no money now", "I am going to send you for 30 days' free examination", etc., etc.

Now, the value of paraphrasing is catching on since fellows like Boyce Morgan first sang its praises. For example, there is one publishing house that lived for years on dreary clichés. This house, having shed its old skin, is now turning out some amazingly "radical" copy — so low in pressure that it hardly even mentions a benefit.

Whatever the better sales results this daring brings, it makes me a lot prouder to be called a "direct mail man". People used to intone this phrase as though they meant "junk dealer"!



23

A Specialized Ad Agency For

DIRECT SELLING MAIL ORDER ADVERTISERS

WANT more orders, inquiries, leads from your ads? Need more sales nationally, regionally? Many concerns grow bigger with the proper advertising plan.

A SUCCESSFUL newspaper, magazine, trade paper advertising campaign requires pulling ads that really click and publications that get results. It's what you say, where you say it, and the plan in and behind your advertising that make the difference.

EXPERIENCE counts. Let the Martin Advertising Agency work with you in developing effective publication advertising. The right ad, in the right size brings results.

INCREASE your sales. Put specialists on the job for you. Obtain powerful, action-compelling ad copy and proven advertising techniques. Give your advertising dollars the chance to go further.

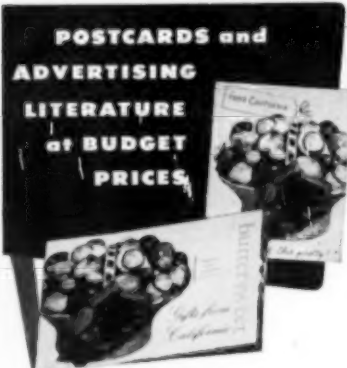
WE offer you a thorough service based on 32 years' knowledge. When we accept your publication advertising account, you get the benefit of thoughtful, sincere advice, sound analysis and full cooperation all along the line.

LET us help you solve your advertising problems. Put your publication advertising budget in our hands. Careful planning always pays.

APPOINT us to place all your publication advertising. Many successes. Fully recognized. Member A.A.A.A. Publishers' rates all publications. Consult

MARTIN Advertising AGENCY

Direct Selling Mail Order Ad Specialists
15 E. 40th St., Dept. 15, New York LE 2-4751



You, like Bittersweet (Day and Young), can secure postcards and all forms of direct advertising literature at budget prices.

Write today for samples and information to the nearest Crocker office.

Dept. R-11

H.S. CROCKER CO., INC.

SAN FRANCISCO, 720 Mission • LOS ANGELES, 2030 E. 7th
CHICAGO, 350 N. Clark • NEW YORK, 100 Hudson
BALTIMORE, 1600 S. Clinton

Give Your Salesmen a Coat of Mail!

Salesmen average 16 orders per 100 calls from leads through advertising; 38.4 orders from leads after literature is sent; VS 9.2 on cold calls. WE BUILD BARRAGES TO BOLSTER SALES!

"That Fellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

One For The Books...

The *Reporter* has carried a lot of peculiar (maybe screwy) case histories in the past . . . but this one takes the cake.

Books have been written about collection letters . . . mostly dry. We've had specimens from time to time of the unique collection techniques (story telling) employed by Harry J. Beard, manager, Personal Accounts Dept., J. B. Lippincott Co., East Washington Square, Philadelphia 5, Pa. The letters have been unique. They have been successful. But now Harry has outdone himself. A doctor friend gave him the idea when Harry was telling him about an item in "My Mail Order Day" which commented on how doctors forget to sign their names to checks. (They are hard pressed for time). The doctor friend told Harry

that doctors like relief from pressure; they like jokes. So to collect ancient delinquent accounts, Harry decided to change his pace . . . from his former brief (few paragraph) letters to *long ones*, but funny.

When we saw the first copies, immediately requested permission to reprint. Harry wanted to keep them secret for six months or a year . . . but finally relented and gave us permission with a not-before-October 1 deadline.

The idea is working sensationally . . . collecting delinquent accounts as far back as 1946. Here's the system: (Doctors buy "How To" booklets to give to patients and they forget to pay). The doctor receives a two-page, processed letter. Will reprint in full. Read in spite of small type:

Here, Doctor,

are a few chuckles for you, (we hope). Relax for a moment or two with your family — friends — patients. And forgive us please, if you've heard these "shorts" before:

1. Uncle Sam has outdone Atlas. He's carrying the world with both hands in his pockets.

2. The old narrow roads where two cars could hardly pass are happily being replaced by splendid, wide highways where six or eight cars can collide at once.

3. The futility of riches is taught very plainly, both in the Bible and in the income tax blank.

4. You've never had it so good, nor taken away from you so fast.

5. A quarter's not supposed to be as good as a dollar, but it goes to church more often.

6. Reluctantly permitting her precious child to attend public school, little Claude's mother addressed this note to his first teacher:

My Claude is so sensitive. Don't ever punish him. If you think that he needs punishment, just slap the boy next to him. That will frighten Claude.

7. Women's Tears: First successful fluid drive.

8. Even a mosquito doesn't get a slap on the back until he starts working.

9. When money talks these days, it's probably asking what happened.

10. Many a woman thinks she bought a dress for a ridiculous price when in reality she bought it for an absurd figure.

11. The mind is a wonderful thing. It starts working the minute you're born and never stops until you stand up to speak in public.

12. A capitalist is a fellow who doesn't have a Red scent.

13. Some people want to call the current dollar a "dollarett" because it's cute, trim, petite, dainty, and mighty like a little doe. Fawn-cy that!

14. "Lord, send us the spirit of the Children of Israel" cried the colored pastor, as the cyclone rocked the church. "Lord" interrupted an anxious brother, "don't send nobody. Come Yourself, this ain't no time for chillun."

15. "Is there no hope, Doctor?"
"I don't know, madam. Tell me what you're hoping for."

16. When you feel dog-tired at night, it may be because you've growled all day.

17. Love begins when you sink into his arms — and ends with your arms in the sink.

18. FRIENDS — Two women mad at the same person.

19. Behind-the-Iron-Curtain Dept.:
Each night as the workers left the munitions plant they were searched by armed guards. If a bullet, or small piece of scrap metal was found on a worker, he was summarily shot. The last to leave each night

was a fat little Russian who trudged out pushing a wheelbarrow full of sawdust. The guards went through the sawdust painstakingly every night but found nothing. After about two months of this the head guard got the little Russian off to one side and said: "Listen. Tomorrow I'm being transferred to the salt mines. I know you're stealing something here, but I don't know what. Now before I leave I want you to tell me: "What are you stealing?" "So?" said the little fellow, "wheelbarrows."

20. Joe was sitting beside his partner who was dying. The sick man knew he was doomed and said with a sigh of repentance: "I've a confession to make, Joe. I robbed the firm of \$10,000. I sold our secret formula for \$50,000. I stole the letter from your desk that got your wife a divorce, and . . . "Oh don't worry, old chap," interrupted Joe. "I'm the one who poisoned you."

END

DO YOU BELIEVE

in "turn about is fair play?" I'll have a grateful smile on my face if you'll send me your check for \$00.00. I've asked for it so many times. Please don't forget this time and thanks — iots.

Cordially yours,
J. B. LIPPINCOTT COMPANY
(Signed)
H. J. Beard, Manager
Personal Accounts Department

P.S. I have lots more "jokes." They are yours for the asking. You'll be sure of getting them if you'll send your check for \$00.00 in the enclosed postage-free envelope. It's addressed to me personally.

Percentage of returns has been fabulous . . . but the effort doesn't end there. The new paid-up customer must be kept as a customer. The doctor receives the following two-page processed letter:

Thank you, Doctor,
for your check. And here are the other "shorts" you requested. I hope you'll smile some more, and this time write me you want to buy more of our medical books or journals. Do you?

The enclosed postage-free envelope addressed to me personally will get your order preferred attention and thanks again — very much.

Cordially yours,
J. B. LIPPINCOTT COMPANY
(Signed)
H. J. Beard, Manager
Personal Accounts Department

1. Here is a quick exchange between a farmer and a poultry dealer.

Sir:

The crate you shipped those hens in was so dilapidated, it fell apart while I was bringing it home from the railroad depot and all the hens escaped. I only rounded up ten of them. Kindly send refund.


Sir:

Congratulations on your vigilance. There were only six hens in the crate. Bill for additional hens is enclosed.

Mail
it's in the bag:

increased returns
when your
envelopes are
designed
by

**TENSION
ENVELOPE
CORP.**



NEW YORK 36, N. Y. • 522 Fifth Avenue
ST. LOUIS 10, MO. • 5001 Southwest Ave.
MINNEAPOLIS 1, MINN. • 129 North 2nd St.

DES MOINES 14, IOWA • 1912 Grand Avenue
KANSAS CITY 8, MO. • 19th & Campbell Sts.
FT. WORTH 12, TEXAS • 5900 East Rosedale

7 HOT MAILING LISTS

1. **CORPORATIONS WHO BUY GIFTS—\$10 PER M.** 25,000 names of America's largest firms who buy Christmas gifts in bulk for distribution to stockholders. Company Officials, Clients, Customers and employees. Geographically by state. Includes names of gift buyer.
2. **KOREAN VETERANS—\$15 PER M.** 600,000 names of Korean and European Veterans. Selection by state only —Current addresses.
3. **CATHOLIC LISTS—\$20 PER M. A—500,000 Members of Catholic Labor Unions. B—400,000 Contributors to a large Parochial School and Church project in the Far West. These lists raised several million dollars.**
4. **GOVERNMENT BUYING AGENCIES — PRICE \$20.** Complete list of all military and civilian Federal Purchasing Agencies.
5. **NATIONAL LIST OF DISCOUNT HOUSES — \$20 PER M.** 2,000.
6. **NATIONAL LIST OF PARTY PLAN OPERATORS AND JOBBERS — \$20 FOR LIST.**
7. **90,000 EXECUTIVES MAIL ORDER GIFT BUYERS — \$15 PER M.**

Write on your business letterhead for free copy of our Mailing List Catalog No. 9

DUNHILL INTERNATIONAL LIST CO., INC.
565 FIFTH AVE. AT 46TH ST., NEW YORK 17, N. Y. • PL 3-0833

Want To Make Your Direct Mail Fund-Raising Appeals More Productive?



Then let me tell you how I have helped make other appeals more effective and how I could help you increase your direct mail percentage of returns and net dollar income.

WILLIAM M. PROFF
27 Washington Pl., East Orange, N. J.



MAKE 'EM LAUGH!

Friendly prospects buy quicker. Make yours laugh with the "Let's Have Better" "Mottoes" monthly mailings. Unusual — effective — economical — exclusive. Write for details on your business letterhead.

FREDERICK E. GYMER
2125 E. 9th St. Cleveland 15, Ohio

THIN PAPERS

Reduce
Mailing
Costs

Use
**Superior
Manifold**
for

Advertising
Folders Stuffers
Broadsides

SEND FOR SAMPLES

ESLEECK
Manufacturing Company
Turners Falls, Mass.

There's only
One
**DICKIE-
RAYMOND**

**DIRECT ADVERTISING
and**

SALES PROMOTION

for 33 Years



*Planning
Writing
Production*



521 FIFTH AVENUE
NEW YORK

SHERATON BUILDING
470 ATLANTIC AVENUE
BOSTON

2. A woman who flirts with her butcher may be playing for large steaks.

3. A tree is something that will stand in the same place for a hundred years, and then suddenly jump in front of a car.

4. Most people like hard work. Particularly when they are paying for it.

5. The rookie was driving the garbage wagon through the army camp when one of the mules fell over dead. Jumping from the wagon, he ran to where the sergeant was standing. "Hey, Sarge," he called, "my mule just fell dead."

"Well, why don't you bury him?" asked the sergeant. "You was an undertaker in civilian life, wasn't you?"

"Yeah," said the indignant rookie, "but I thought it only right to notify the next of kin."

6. It has been reported that government, industry and philanthropists have spent more than \$181,000,000 for medical research in 1953, or 10 times the amount spent for that purpose in 1941. This is a healthy increase, but we still spend over \$185,000,000 per year for monuments and tombstones.

7. Will the person who came to Chapel on Friday evening to meditate and pray, and who got so deep in meditation that he took off with the chaplain's trench coat, please return the same? The reward will be great—in heaven!

8. Bandage-covered Joe lay in the hospital bed and spoke dazedly to his visiting pal: "Wh-What happened?"

"You absorbed too much last night and then made a bet you could fly out the window and around the block."

"Why didn't you stop me?" screamed the patient.

"Stop you? I had \$25 on you."

9. It's not the minutes you put in at the table that make you fat, it's the seconds!

10. Waitress: A girl who thinks money grows on trays.

11. . . . any little tomato who knows her onions can go out with an old potato and come home with a couple of carats.

12. Gunpowder is a black substance marking the boundaries of nations.

13. Every girl should know how to handle a live wire in case the lights should go out in the parlor.

14. A blonde had just told a wolfish GI she wouldn't go out with a perfect stranger. "Don't worry Babe," the GI grinned. "I'm not perfect."

15. Devoted mothers make the best baby sitters.

16. An evangelist shouted for all those in the congregation who wanted to go to heaven to stand up. Everyone stood up but one man.

"Don't you want to go to heaven?" belted the minister.

"Not immediately," said the lone dissenter.

17. Seeing a young brunet beauty dining with a Private in a Washington Restaurant Cafe, a wily Colonel and a Major sent this note to the G. I.

"I believe I studied with you at Yale, and the Major thinks he studied with you at Princeton. Please come over and settle the argument."

The reply was prompt:

"I didn't study at Yale or Princeton, but at the National School of Taxidermy, and I'm taking care of this pigeon myself."

18. Some people have a very bright future, but the heat will be terrific.

19. "The President of this college and I," announced the dean of women sternly, "have decided to stop necking on the campus."

20. PERSONS WE HAVE MET — His vest pocket was so filled with cigars, pens and pencils he looked like a small pipe-organ.

END

P.S.: AND PLEASE, DOCTOR, DON'T FORGET TO SEND THAT ORDER!

* * *

Attached to this second thank-you joke letter is a sample of the current promotion letter being sent to doctors offering a patient booklet, such as "Care of the Back." And, of course, there is an order form and return envelope.

Harry modestly admits that this is a "corny approach" . . . but maybe that's what the business world needs. More honest, down-to-earth "corn." Including doctors.

DMAA MEMBERS GET NEW POSTAL MANUAL

For the first time in a hundred years, the Post Office Dept. has modernized its postal regulations . . . revamping the important Chapters 1 and 2 into a pamphlet of simple English.

A complimentary copy has been sent to every DMAA member, accompanied by a letter of explanation from Postmaster General Arthur Summerfield. Says Mr. Summerfield of the new manual: "Over the decades, the postal regulations have become more and more complex and cumbersome. Requirements that may have been valid 50 or 100 years ago are no longer valid. We have, for the first time in Postal History, taken all our regulations, put them into related subject groupings, eliminated obsolescence, simplified practices and restored the use of simple English.

"This is only a first step in making further improvements in the postal regulations . . . We are now turning to users of the mails with a request that they assist us with their comments."

The new manual is a must for every direct mail library. Its 268 pages contain all regulations needed to plan domestic and international mailings. Here's the complete Table of Contents:

NEW POSTAL MANUAL

Table of Contents

INTRODUCTION

- Part 111 What This Chapter Covers
- 112 Domestic Mail Service
- 113 Confidential Treatment of Mail
- 114 Information on Postal Matters
- 115 Complaints
- 116 Fractions

HOW TO WRAP AND MAIL

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- 124 Nonmailable Matter
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MAIL CLASSIFICATION AND RATES

- Part 131 First Class
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- Part 141 Stamps, Envelopes and Cards
- 142 Precanceled Postage
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COLLECTION AND DELIVERY

- Part 151 Service in Post Offices
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- 155 City Delivery
- 156 Rural Service
- 157 Forwarding Mail
- 158 Undeliverable Mail

SPECIAL MAIL SERVICES

- Part 161 Registry
- 162 Insurance
- 163 COD
- 164 Payment for Losses
- 165 Certificates of Mailing
- 166 Special Delivery
- 167 Special Handling

NONMAIL SERVICES

- Part 171 Money Orders
- 172 Nonpostal Stamps and Bonds
- 173 Postal Savings

Write to Superintendent of Documents, Government Printing Office, Washington, D. C., and ask for the new Postal Manual (Chapter 1 and 2, dated October 18, 1954). Price is 65¢ per copy.

Eli Kogos

INDUSTRIAL LIST BUREAU

WEBSTER, MASSACHUSETTS

13 MECHANIC STREET

WEBSTER 2780

NEW YORK OFFICE

CALL: AURELIA BURGESS • Plaza 5-6825



IDEA KIT

← for the Direct Advertiser
Yours **FREE** for the asking

Over 8000 direct advertisers have found in us a "different" source for envelopes and Mail-Vertising pieces. How about YOU?

DIRECT MAIL ENVELOPE CO., INC.
The Department Store of "Ideas for the Direct Advertiser"

15 W. 20th St., New York 11, N. Y. WA 4-0500



\$2.00
per copy

And don't forget Horan's
"around the clock"
service whether your
problem is
black and white,
benday or color process.

GET THE FACTS! PHOTO-ENGRAVING COMPLETELY EXPLAINED TO THE LAYMAN

Now—"brush-up" with this modern, complete and fully illustrated guide to correct photoengraving methods. 108 pages—Lavishly illustrated in black and white, and color

HORAN ENGRAVING COMPANY, INC.
44 WEST 28th STREET, NEW YORK 1, N. Y.
Tel. MU 9-8585 • Branch Office: Market 2-4171

Please send me (prepaid) _____ copies of your 108 page revised book, "The Art and Technique of Photo-Engraving."

My check for \$_____ is enclosed.

Name _____

Street _____

City _____ State _____

**getting
leads
for
salesmen
one of your headaches?**



Then you'll want to get the facts on our kind of Sales Letter—with the built-in reply card.

You'll be joining a mighty impressive list of blue chips, too, who've learned that the built-in reply card boosts responses, lowers selling costs!

One-stop service for creative printing and mailing saves your time—keeps you busy planning instead of just picking up loose ends.

Why not send now for more information and samples of recent successful promotions?



SALES LETTERS
incorporated

148 W. 23rd St., New York 11
Telephone WATkins 9-6028

**How to Sell More
of Your Products**

Explain the benefits your prospects will gain from your products or services. Let me show you how to do this with carefully planned letters and promotional literature. Over 40 years of writing experience is at your service here. Write for detailed information without obligation.

EDWARD W. OSANN

175-35 88th Avenue
Jamaica 32, N. Y.

**HARRY VOLK'S NEW JUNIOR
CLIP BOOKS** **1.75**
Assorted 50-page booklets for sale
and clip and paste. Write for complete
information FREE! No obligation.
HARRY VOLK JR. ART STUDIO
PLEASANTVILLE 10, NEW JERSEY
PER MONTH

How Advertisers Use Photo-Reports



Illustrated booklet describes how
Sickles gets pictures and reports
for Advertisers and Editors

Send for free copy

SICKLES
Photo-Reporting Service
38 Park Pl., Newark, N. J.
MArket 2-3966



A DRAMATIC LETTERHEAD

A Letterhead that really dramatizes the company's service is one designed by adman Leo P. Bott, Jr., 64 E. Jackson Blvd., Chicago, Ill., for the Levene Die Co., Ltd. The company's brand name, "Ledco", is die-cut in large letters across the top . . . making an excellent sampler for Levene's graphic arts, textile and other dies they manufacture. Find an excuse to write to Levene Co., at 161 Ottawa St. South, Kitchener, Ont., Canada, if you want to see their appropriate letterhead.

**A REPORT ON THE
CANADIAN LEADERS**

Provincial Paper Ltd.'s popular Canadian Direct Mail Leaders Contest wound up with 25 winning campaigns this year. Provincial reports that the top 25 were selected from 334 north-of-the-border entries, and that all of the campaigns considered were of much higher quality than in previous years.

Judges N. Roy Perry (chairman), Reg. W. Facer, John O. Pitt, Stan Engel, Al Dicks and Kim Beattie reflected that the 1954 contest clearly demonstrated that careful planning was the essential factor in production of effective Canadian direct mail last year. This was particularly evident in house magazines, catalogs, booklets and folders.

Winning entries in 12 different categories included:

The Financial Post; International Harvester Co. of Canada, Ltd.; Goodyear Tire & Rubber Co. of Canada, Ltd.; Standard Tube & Rubber Co. of Canada, Ltd.; Building Products, Ltd.; United Paper Mills, Ltd.; The Ford Motor Co. of Canada, Ltd.; Sun Life Assurance Co. of Canada; Shell Oil Co. of Canada, Ltd.; DuPont Co. of Canada, Ltd.; Henry Birks & Sons, Ltd.

Also: Office Specialty Mfg. Co., Ltd.; Dominion Oilcloth & Linoleum; A. V. Roe Canada Ltd., Toronto Transit Commission; Canada Pulp & Paper Assn.; The Federated Press, Ltd.; *MacLean's Magazine*; Auberger du Roc; Bristol Laboratories of Canada, Ltd.; Howarth & Smith Monotype, Ltd.; Canadian National Institute for the Blind; Eastern Steel Products, Ltd.; and North American Life Assurance Co.

(Note: Dominion Oilcloth & Linoleum won two awards).

Incidentally, Provincial themselves won a DMAA Best of Industry Award for their skillful promotion of the Canadian Leaders Contest via double page inserts in their lively h.m. *Provincial's Paper*. Provincial does an all-round, bang-up job in promoting the best direct mail in Canada every year. Clubs and organizations can obtain an exhibit of the Canadian Leaders by writing to Provincial Paper at 388 University Ave., Toronto 2, Ontario.

**SUPPLEMENT TO
INDUSTRIAL FEATURE**

In the September *Reporter* feature study, we bemoaned the fact that no one in National Industrial Advertisers Assn. circles seemed to have any clear-cut idea of exactly *who* are industrial advertisers or how the membership of the association can be broken down into distinct groups of similar interests.

Felix Tyroler, of the Mail Advertising Service Assn., dug up for us from his files a musty bulletin of September 1938 from the Youngstown (Ohio) chapter of the NIAA. Contained a survey of "What Happens to Direct Mail." First page gives 10 classifications of membership which were studied separately in the survey. Don't know why this good analysis got lost in the shuffle during the years. We'll reprint as a guide for future studies.

1. *Major Equipment or Installations*: Heavy machinery or equipment ordinarily considered as fixed assets, such as blast furnaces, turbines, automatic lathes.

2. *Accessory Equipment:* Smaller items, usually of shorter life, supplementary to the operation of the major equipment, such as small tools, jigs, dies, conveyors, inter-factory trucks, small motors, time clocks, etc.

3. *Operating Supplies:* Minor items of short life consumed in operating and maintaining, charged against current operations, such as oils and greases, cotton waste, paper work forms, brooms and mops, cleaning compounds, etc.

4. *Fabricating Parts:* Manufactured articles used without change as constituents of finished product, such as metal stampings, molded plastic parts, bearings, gears, or attachments.

5. *Fabricating Materials:* Manufactured products upon which further manufacturing operations are performed in their incorporation into the final product, such as metal sheets, rods or tubes, textile fabrics, lumber, etc.

6. *Containers or Packaging Materials:* Such as boxes, jars, bottles, cans and various wrapping materials used to protect or adorn the finished product, or cellophane or metal foil.

7. *Process Materials:* Manufactured articles which undergo such changes, usually chemical, in the manufacture of the finished product, that their identity is completely lost, such as wood pulp, chemicals, plastic molding powders.

8. *Primary Materials:* Those basic raw materials which underlie production, such as raw cotton, pulp wood, wheat, crude petroleum, wool and hides.

9. *Services:* The various adjuncts to the operation of an enterprise, like electric current, gas, water, steam, telephone service, etc., occasionally furnished by the business itself, but more frequently purchased from outside concerns. Also includes advertising agencies, associations and educational institutions that have industrial marketing problems.

10. *Associates:* Representatives of industrial publications, printers, engravers and other service organizations engaged in servicing industrial advertising.

AN IDEA FOR HURRICANE VICTIMS

We certainly hope not . . . but if any *Reporter* readers suffered severe damage to their business establishments during hurricanes Carol, Edna or Hazel, they'll be interested in this letter we received a month or so ago.

When fire raged through the offices of the Health Supply Centre, 333 Portage Ave., Winnipeg, Man., advertising manager J. B. Gladstone mailed this message to customers whose orders had to wait until HSC got reorganized: WINNIPEG'S GREATEST FIRE HAS FORCED US TO MOVE . . .

The Great Flood of 1950 failed to interrupt our service to our customers by as much as one day.

But the Great Winnipeg Fire of June 8, 1954, broke out in the Time Building (333 Portage Ave.) which housed some 90 different businesses, including ours. Fanned by strong winds, gusting at times up to 70 miles per hour, it defied the efforts of every fire-fighter in the city to bring it under control for nearly 12 hours. Before it was finally subdued, it had eaten a 3-million dollar gap into the very heart of our downtown business section. It gutted buildings for half a block both to the east and west of the Time Bldg. Huge flames leaped across the street for a while to lick the front of Eaton's store, where every pane of glass fronting the avenue had to be replaced.

The main consolation was that this dreadful inferno did not claim a single human life.

And so, for the first time in 20 years, our ability to give our friends and customers prompt and efficient service has suffered a temporary setback. Fortunately some of our supplies had been stored in other buildings. We immediately found suitable space at 120

Lombard Ave., and began to assemble necessary supplies and equipment. All members of our staff are working with full determination to get things functioning as smoothly as possible as soon as possible. Meanwhile, we know you will make allowances for the handicaps we must work under, including the loss of all our books, letter files and record-cards.

It has been a very severe but, happily, not a crippling blow. It has cost us a good deal financially but — thank God — we've still got our own health and can therefore go on looking after your health. It takes a situation like this to make one realize, all the more vividly, that Health is the most valuable of all possessions.

J. B. GLADSTONE, Editor,
Healthful Living

Health Supply Centre's new address
is 120 Lombard Avenue., Winnipeg,
Man.



What can a LIST BROKER DO FOR YOU?

If you own a list of customers or prospects a list broker will find other direct-mail users who can successfully rent your names for their one-time mailing. Or, if you need lists, the broker will comb the field to find those that seem best suited to your purpose. That's basic. But the capable broker is able to go far beyond that by applying *his own practical experience* to your problem. That is why a broker with long years of activity as a list-user and list-owner can serve your interests best.

Before he entered the list brokerage field, George R. Bryant was in charge of customer-list research for Montgomery Ward & Co. where he supervised the distribution of millions of catalogs annually. At Alden's of Chicago, as assistant to the sales vice-president, his activities included the supervision of list-scheduling, arranging for the rental of outside lists for Alden's use and supervising the rental of their own lists to other mailers. And just prior to the establishment of his own organization he was catalog consultant to a number of nationally known horticulturists and apparel manufacturers.

Men and women with long practical experience in the use of lists for their own business purposes appreciate the needs of other owners and users with an unmatched depth of understanding. And the George R. Bryant Company is staffed from top to bottom with key executives who have had this sort of practical experience on *both* sides of the mail-order fence over a long period of years. As list users and list-renters for many, many years they have the firsthand knowledge of your problems and needs that makes a vast difference in the results your mailings bring. If you'd like to know just *how*, write or 'phone today to:



George R. Bryant Co.
Mailing List Brokers
75 E. Wacker Drive
Chicago 1, Ill.



George R. Bryant Co.
of New York, Inc.
395 Madison Avenue
New York 22, New York

Member: National Council of Mailing List Brokers

TAKE the SHORT CUT to SALES...

Does YOUR Direct Mail get 100% readership? Does it deliver your sales message dozens of times a day, every day—to fill the gap between mailings and sales calls? Yours without cost or obligation, new 8-page brochure, "TAKE the SHORT CUT to SALES," shows how companies like yours are getting fantastic results with Universal Match Book advertising sent by mail... shows how they are boosting their sales even while lowering their cost per inquiry.

SEND FOR YOUR
Free COPY TODAY

UNIVERSAL MATCH
CORPORATION
1501 LOCUST STREET
ST. LOUIS 3, MO.



DIRECT MAIL AND MAIL ORDER

COPY

Writer of Mail Order Letters that bring back orders and cash... Contacting Letters that create and maintain good will between salesmen's calls... booklets, folders, brochures, house organs, circulars that do the selling jobs you want them to do. Fully endorsed by a nationwide clientele. Winner of two DMAA Best of Industry Awards... Dartnell Gold Medal... editor of IMP, "the world's smallest house organ."

ORVILLE E. REED
104 N. STATE STREET
HOWELL, MICHIGAN

DIRECT MAIL ADVERTISERS!

Cut your printing costs! Form letters, circulars, brochures, leaflets, catalogs. Send for estimate enclosing copy. Crescent Printing Co. Sta. D, box 25, Dayton 10, O.

6 for 1

Yes, now you can make 6 addresses with 1 typing for your direct advertising with Carbo-Snap.
The complete story and free samples are yours for the asking.

Penny Label Company
9-13 Murray St., N. Y. 7, N. Y.

GRIPES of the MONTH

• The newspaper fight against direct mail continues and it's about time the Advertising Federation of America or the Newspaper Publishers Assn. take some action... because some terrific boners in public relations are being made. On Sunday, October 17, *The Atlanta Journal* ran a big feature picture story on "That Flood of Ad Mail is Costing You Money." On Sunday, October 10, the *Miami Daily News* ran the same kind of picture story, titled: "Junk Mail Adds to Carriers Job." In both cases the editors were very careless about the pictures they used showing mail handlers struggling with mountains of mail. Prominent in the *Miami* picture was a pile of *Nation's Business* and packages of newspapers and parcel post. Very few "circulars" evident. In the *Atlanta* picture the scene was dominated by stacks of magazines and newspapers rather than circulars. *The Peekskill Evening Star* is still hammering editorially against third class mail, even though a full page advertisement of the American Assn. of Newspaper Representatives in the very same issue tells how the newspapers are going to back up national advertisers by making mailings of cards or letters to retail outlets. The publishers are making a big mistake. By attacking third class mail and showing pictures of all classes of mail, they may be building up in the minds of the public a resentment against all advertising.

• Gripes continue to arrive about an offer being made from California to establish recipients in the "mail order business" for a \$500 franchise. We have

investigated through the Better Business Bureau and the best advice we can give is: be very cautious.

• The memento racket is still flourishing. Those who are associated with weddings, deaths, anniversaries, etc., receive from various concerns in Long Island City and New York, a clipping from a newspaper encased in everlasting permanized plastic. Varying sums of money are asked for this memento. If you don't pay, you receive postal card or letter duns. Pass the word along that recipients are under no obligation whatsoever to return the unordered merchandise or to pay for it. Send your duns to your local postal inspector. It is this reporter's opinion that the open postal card dun is a direct violation of the law, even though the original offer skirts along the thin line of legality.

• Kicks are still coming in about the increasing rash of new "publications" who offer to feature a news item about your product or service without any advertising charge provided you pay \$15 or \$20 for the cost of the engravings and handling. Best bet in this case is to turn over your examples to the local postal inspector. The whole idea is a racket.

• Other promoters getting boos concern the so-called research organizations who supposedly assist contestants in solving "tie breakers." We don't know why people enter these contests, but when they reach the tie-breaker point... they sure are suckers for the smart promoters. One recent mailing of this nature was addressed (by plate)

Sketches and finished drawings direct to your desk by mail

ART WORK BY MAIL

WRITE FOR BOOKLET

RAYMOND LUFKIN 124 West Clinton Ave., Tenafly, N. J.



● This reporter is just about ready to give up on the campaign to eliminate the phony directory rackets. These are the people who send out mailings resembling a legitimate invoice, and tipped to them is a directory listing clipped for some other directory, such as the classified telephone book. A Federal Trade Commission examiner recently ruled that "merely clipping ads from a directory for use in soliciting new business is not illegal unless there is testimony that the clips have been used in a misleading manner." We know of many people who have been misled. Perhaps the only way to break up the racket is for all people interested in direct mail to induce their friends to send specimens of these phony solicitations to the FTC or the postal inspectors with statements specifying that someone in the receiving office had paid the "invoice" or was inclined to pay it.

TENSION RELIEVERS



*"He doesn't have time to open them all . . .
... just the ones that catch his eye!"*

For envelopes that get attention . . .
see Tension! Call or write:

TENSION ENVELOPE CORPORATION

NEW YORK 36, N. Y. • 522 Fifth Avenue
ST. LOUIS 10, MO. • 5001 Southwest Ave.
MINNEAPOLIS 1, MINN. • 129 North 2nd St.

DES MOINES 14, IOWA • 1912 Grand Avenue
KANSAS CITY 8, MO. • 19th & Campbell Sts.
FT. WORTH 12, TEXAS • 5900 East Rosedale

**better
production
brings
better results**

There's a best way to produce direct mail . . .

MASA members study the best, most effective, ways of production; support research and fact finding; share knowledge of improved methods. Their object is better results for you. When you try to "save" money with "cheap" production you tamper with results. To check the effectiveness of your production source . . . Always say, "Are you MASA?"

YOUR BEST SOURCE for: Creative direct mail campaigns, multigraphing, mimeographing, offset and letterpress printing, bindery, mailing service, mailing lists, etc. information about postal regulations and better direct mail results.

For names of MASA members nearest you, write

**Mail Advertising
Service Association**

18120 James Couzens Highway
Detroit 35, Michigan

Elliott
**ADDRESSING
MACHINES**

offer you the only competition
you can find in the Addressing
Machine industry.

Consult your yellow telephone book or write to The Elliott Addressing Machine Co., 127 Albany St., Cambridge, 39, Mass.

*When you sell by mail
here's a tip from the
experts to profit by . . .*

Many of the country's most successful mailers (large and small) ask us for our list recommendations before making up their test schedules. They know from experience that we can help them obtain the most responsive lists for their direct mail offers.

This same service is yours FREE for the asking. Simply return the coupon below and we will send you complete details about the lists which we believe will bring you the best results.



CHARTER MEMBER
National Council of
Mailing List Brokers

PHONE
ORegon 7-4747

WILLA MADDERN, INC.

215 Fourth Avenue, New York 3, N. Y.

Please send us complete details about more responsive lists for our direct mail or mail order use.

Name _____
Company _____
Offer _____ \$ _____
Address _____
City _____ Zone _____ State _____

JARED ABBEON SAYS:

"For free lance copy writing, publicity releases and counsel, get in contact with the top man."

Franklin C. Wertheim

179-15 Jamaica Avenue
JAMAICA 32, N. Y.

AXtel 7-1200

"P.S. Moderate Fees."

**BE A
BIGGIE**
from the
BEGINNING

Sales come easier when your advertising, letters, and follow-up materials have the "already successful" look, especially on a new venture. To get the copy right and the layout bright, let Bob Rainey expedite the whole production for you. Write today for proof that it pays to work with "the advertiser's handy man." Address:

AD SCRIBE P. O. Box 254-A North Canton, Ohio

• There have been many gripes about the mailing made by a book company in New York with an imprint on bottom left of envelope: "Gallup Poll Questions Enclosed." After the piece is examined carefully there seems to be no direct connection between Dr. Gallup and the book being sold. Our friend, Charlotte Montgomery, took a crack at this mailing in *Tide* magazine . . . and received much complimentary correspondence concerning her criticism. Even though the offer was good, most people felt they had been duped. There is no place in direct mail for trickery.

• The Post Office has been in for criticism recently because mail matter has been returned as incorrectly addressed, when further inquiry developed that the original address was correct. Post Office officials are cognizant of the problem and in the *Postal Bulletin* of September 2, postmasters were warned that catalogs and other direct mail pieces should not be returned to the senders unless the clerks were absolutely sure the addresses were incorrect. If you have "beefs" about this problem send them to Norman R. Abrams, Assistant Postmaster General, Bureau of Post Office Operations, Post Office Department, Washington 25, D. C.

• Bertram Isaacs, executive vice president of The Advertising Checking Bureau, Inc., New York, recently received a new wrinkle in *annoying direct mail*. A postal card came into his office reading: "As soon as you receive this please call me at Pennsylvania 6-0654. Thank you." Signed by William J. Hanley. Mr. Isaacs thought it must be something important, so he called, only to find out that the sender was a representative of some Miami Beach hotels and wondered if he could be of assistance in regard "to a recent inquiry." No inquiry had been made. But even if there had been, Mr. Isaacs would be inclined to go to California rather than Florida, if other representatives are equally as annoying.

• Some time back we carried a gripe about companies invoicing for postage and then the recipient checks the invoice against the actual postage meter imprint and discovers the actual postage was less than that invoiced. One of our friends, who is a large mail order operator, tells us that maybe this practice isn't so bad after all. For many years this firm insured all parcel post packages . . . but they had a heck of a time adjusting complaints which

involved visits by postal inspectors, endless forms to fill out, and disgruntled customers. They tried private insurance of parcels, but found detriments in all systems offered. Finally they decided to carry their own insurance. On each parcel post shipment they add to the invoice the same amount as the post office would have charged, but they show it as "parcel post and insurance." The differential is put in a special fund from which losses are paid. If a mail order customer writes about non-delivery, the item is *replaced immediately* without red tape and is charged to the insurance fund. Our friend is not sure whether this operation is 100% legal . . . but he says it is working out very well. In the last three years only two customers have commented on the differential. In both cases, when the process was explained, the customer was entirely satisfied.

• This one is too good to skip. Russ Taylor, of Occidental Life Insurance Company of California (Los Angeles), tells us about a pencil company which mailed a letter proclaiming the advantages of using advertising pencils. Enclosed with the letter was a sample imprinted pencil tied in with the statement: "I'll bet you don't throw away this pencil." But Russ Taylor had a legitimate gripe. The imprint on his pencil was "Accidental Life Ins. of Calif."

• The Post Office Department has been receiving a number of kicks concerning the handling of "simplified addressed" mail. In one case, the owner of a lettershop arrived at his apartment building to find about a dozen "patron" circulars lying on the floor underneath the mailboxes. But there are only six tenants in the apartment building. This case and others like it have been taken up with the Post Office Department. We can report for a certainty that the postal inspectors are diligently working on it. Carriers are definitely violating the regulations when they do not deliver *all mail* irrespective of class. Culprits can lose their jobs or get even more serious penalties. So if any of you uncover cases of mishandling of mail on the part of postal carriers, report these cases, with all evidence, to your local postal inspector. They will not let any grass grow under their feet.

• Philatelists are still kicking about the way the Post Office is using a list of their fraternity to mail out press releases which are nothing more than

slick propaganda for postal increases. A three-page release may devote 90% of it to information about new stamps, but inserted in the closing paragraphs are such statements as these: "Our policy in the past 18 months is a return to the essential concepts of Franklin's sound policies, which unfortunately were lost in spend and waste 'deficit' theories in recent years."

• This is a gripe on which we cannot agree. A few of our mail order friends think *The Reporter* should devote some space in every issue to reporting on "reliable sources for mail order items." We will leave that to other publications because we don't believe anyone can find a "good mail order item" for any other individual. When anyone finds a good mail order item, he doesn't turn it over to others. He keeps it for himself.

• Dick Faulkner, of International Paper Company, thinks we ought to take a crack at people who fall in love with the old story-telling technique of writing a sales letter . . . and then the story does not tie in with the selling theme. He sent us a sample from an office and window cleaning company. The first three paragraphs attempted to use the old teacher tale containing the essentials of a good fiction story—royalty, divinity and sex. The only trouble was . . . there was no connection between the story and the rest of the letter. It just didn't make sense.

• The worst gripe is saved for last. This one is practically un-understandable . . . and was sent to us by Art Vasterling, of Cupples-Hesse Corp., St. Louis 15, Missouri. He received a 3-page circular from a photographic outfit in San Francisco, Calif. At the top of the 3-page listing of advertising photographs available, was the heading: "What do you think of Jesus Christ?" There was no connection between this heading and any of the photographs offered. There were two business reply cards enclosed. One asking for more information; one for ordering sample sets of color transparencies. On the bottom of each card was the line: "What do you think of Jesus Christ?" Both Art Vasterling and this reporter think that this mailing hits the all-time low in good taste. Since the obnoxious line had no connection with the stuff being offered (seemingly legitimate) we are wondering why the promoter elected to irritate so many people. We are asking our friends on the west coast to find out.

Personalities IN THE NEWS

EILEEN BENNETT has left Grand Union Co. (where she was advertising manager of their Route Div. for the past three and a half years) to become new advertising and sales promotion manager of Archer Mailing List Service, New York.

JOSEPH RUSSAKOFF, president of Vanguard Advertising Co., New York, is busy with educational activities this Fall. He's instructing City College Baruch School of Business course in Marketing Campaigns . . . and also directing a 15-week advertising workshop at the New School for Social Research, New York.

RANDALL H. DECKER, JR. is new eastern representative for Gilbert Paper Co., with headquarters at 501 5th Ave., New York.

JULIAN CASSIDY is the new Los Angeles division manager for Blum's Direct Advertising Agency, San Francisco. She'll direct sampling, couponing, premium handling and merchandising activities for Blum's and also cover the western territory for Advertising Distributors of America, Inc.

WILLIAM G. POWER, advertising manager, Chevrolet Motor Div. of General Motors Corp., named program chairman of the 45th Annual Meeting of the Assn. of National Advertisers to be held in New York on Nov. 8, 9, 10. Bill was General Chairman of the DMAA 1953 Convention in Detroit.

EARLE A. BUCKLEY, president of the Buckley Organization, Philadelphia, has been appointed chairman of the board of trustees of the Charles Morris Price School of Advertising and Journalism, same city. Earle was also featured speaker at Mail Advertising Club of Chicago's first luncheon meeting held at the windy city's Morrison Hotel in Sept.

CHARLES C. BAAKE, JR., former circulation director for *Modern Industry* and *Tide* magazines, takes over new duties as circulation manager for Miller Freeman Publications, San Francisco. Baake is well known as an active member of New York's Hundred Million Club.

WILLIAM J. MAUTER has been appointed marketing manager of the Diamond Match Co. He'll be responsible for Diamond's product development, research, advertising and sales promotion.

FLORENCE M. MURPHY, House of Murphy, Milwaukee, was recently elected president of the Milwaukee Chapter of the Mail Advertising Service Assn. Florence is also new vice-president of Women's Advertising Club of Milwaukee.

WALTER ST. ONGE, JR. has been promoted to advertising manager of The Torrington Co., Torrington, Conn., after one year with the company. He succeeds his father who retired this Fall after 31 years' service.

JOHN P. SAWYER has been named new assistant sales manager of International Paper Co.'s Fine Paper Div. He replaces P. A. Mahony who has resigned.

WALLACE R. WIRTHS has left Aluminum Co. of America, Edgewater, N. J., to join the Public Relations Dept. of Sylvania Electric Products, Inc., New York. He'll be responsible for public relations projects on several Sylvania divisions.

JAMES R. CHAMBERS has been promoted to sales promotion and advertising manager of Benjamin Electric Manufacturing Co., Des Plaines, Ill.

JOHN L. DEL MAR, former sales promotion and advertising manager of Sweet's Catalog Service, is now a staff executive with American Assn. of Advertising Agencies, New York.

ARTHUR M. MILLER, president of McCormick-Armstrong Co., Wichita, Kan., died on Sept. 22 at the age of 64. Mr. Miller was a past regional director of the Printing Industry of America. Our old friend, A. G. (Bud) McCormick, Jr., succeeds as president. Bud will be remembered as wartime president of the Graphic Arts Victory Committee.

ANN BICKERTON, formerly director of the Speakers Bureau of the Advertising Federation of America, has turned the job back to Helen Holby, and as of October 15 became associated with the National Assn. of Life Underwriters, 11 W. 42nd St., New York City. She will be doing about the same kind of work. Ann, incidentally, is one of the best letterwriters in the country, so find an excuse to write to her some day.

JOHN PLANK, for many years vice president of Howard Swink Advertising Agency, Marion, Ohio (last year's chairman of the Direct Mail Advertising Assn. contest committee) has moved east to join Harvey Publications, Inc., 186 Broadway, New York City. He, Mary Ann and the children have a new home at 22 Grosset Rd., Riverside, Conn.

JOHN MATHER LUPTON, president of John Mather Lupton Co., Inc., New York City, was elected national chairman of the Affiliated Advertising Agencies Network at a recent convention of the 38 agency group in St. Petersburg, Fla.

ROBERT J. BARBOUR, advertising manager of Bakelite Company, division of Union Carbide & Carbon Corp., has been appointed vice president of the National Industrial Advertisers Assn. according to an announcement made October 17 by George Staudt, chairman of the board.

WERNER STENZEL died after a stroke at Northport, Long Island, on October 3. An old friend and neighbor of this reporter . . . he will be long remembered as one of the leading experts in direct mail for Catholic charities.

ARTHUR (Red) Dembner, circulation promotion manager of *Newsweek* and chairman of the Direct Mail Advertising Assn. Dept. of Agriculture Liaison Committee, couldn't keep his vest buttoned during the DMAA convention. Bursting with pride over birth of his first son, Stephen A., on October 9.

J. W. MOORE, formerly a correspondence supervisor for numerous Ohio concerns, and for the last 16 years a furniture manufacturer in New Orleans, tells us that he has sold his interests and is now operating a Better Letters counseling service at 2628 St. Philip St., New Orleans 19, La. Good luck to him.

*Don't be satisfied
too easily*



A good result from Direct Mail isn't necessarily the maximum result. Maybe you should be doing better — getting more inquiries, more orders, making a bigger net profit. We'll be glad to put 33 years of specialized experience to work on the problem.

Write today for free folder

THE BUCKLEY ORGANIZATION
Lincoln-Liberty Bldg., Phila. 7

**HOW TO WIN NEW MAIL
ORDER CUSTOMERS IN
VOLUME FROM**

**45,000 ACTIVE BUYERS
LIVE STOCK SUPPLIES—
DAIRY EQUIPMENT**

HIGH GRADE! Livestock breeder mail order buyers of dairy utensils, show accessories and other supplies and equipment. Customers separated by size of yearly purchases into two classes. List is geographic on stencils. Owner will return empties. Write Dept. R-23 today for MOSELY List Card M-2740.

Mosely

MAIL ORDER LIST SERVICE, Inc.
38 Newbury St., Boston 16, Mass.
NEW MAIL ORDER CUSTOMERS IN VOLUME

Ralph E. Harris Associates



•• Heaven letters • Addressing
• Photo-offset printing •
• Multigraphing •
Addressograph Plates Embossed ••

914 Walnut Street, } Market
Philadelphia 7, Pa. } 7-7152

My Mail Order Day

By Jared Abbeon

One of the shelter magazines sends in a story of a howling success somebody had in advertising a home-made product. Our senior partner figured out that the profits sounded like about \$30 a week for hard labor; but maybe that was the advertiser's goal. Or maybe they sub-contract the laborious parts. Or maybe like the old tale of the chap who sold shoes with the sign up "we lose a nickel a pair — the profit lies in the volume of business."

A dandy selling (?) letter in from a trade directory publisher. This chamber of direct mail horrors consists of seven paragraphs. The first one starts with "We are writing." Three cheers. The second paragraph: "Our records show." The third paragraph doesn't come around to "we" until the eighth word, but makes up for the oversight by announcing a raise in price. The fourth paragraph, back on the track, starts: "We are sure." The fifth paragraph starts "We would, therefore, suggest." The sixth paragraph does not mention themselves being solely concerned with the price of the item and how much to add for postage. The seventh and last paragraph has the "we" cleverly concealed as the second word "May we hear from you?" This letter (as my sainted Aunt used to say) is written with a hand like a foot. Funny thing is they publish a darn good directory and every so often we purchase a copy. Which goes to prove the old mail order adage: "It's not the prose or the printing — it's the offer that really counts."

On to more pleasant subjects. A fellow up in New York with his ear to the ground went to a couple of meetings where it just so happened that this column was discussed. One lady said that she was indignant at the column but two fellows stuck up for it and said it was a good column. Now maybe this is just conceit but I would much rather have six people talk about the column and be indignant over it than two people in its favor and one against. From what I have heard of this columnist business, if twelve guys

walk into your editor's office packing horsewhips and pistols, you are a made man.

A salute to the Reuben Donnelley organization and the General Cigar Company for their intelligent handling of a baseball contest near the end of the recent season. They showed rare good public relations sense in sending each losing entry a 2¢ govt. postal card thanking him for entering. As for the winning entries, you should have seen the face on my young man when I gave him that baseball signed by each and every member of the New York Yankees. Only a cad, who had plenty of direct mail experience, would have pointed out that the signatures were facsimiles. I didn't.

The Elson Report is in. The usual excellent roundup of mail order news and investigations. I don't know how he gets all that info in Fargo, North Dakota, but it's worth sending a Dollar to P.O. Box 131 for a sample copy.

We note again a number of these classified directories with their listings that send you what looks like at first glance to be a legitimate invoice, but on careful reading has no connection with any directory that you would normally place your advertising in. The Better Business Bureaus warn against these enterprises. The Reporter of Direct Mail has been thundering against this abuse for years. Most of these volumes have so little circulation as to be almost absolutely worthless. Somehow or other they stay in business, carefully treading the chalk line between fraud and just barely possible honest enterprise. One of these years somebody is going to publish a state, city, or national law making it mandatory that a directory that charges for its listings at the same time as sending out its bills, invoices, or whatever you call the little slips that they send, also send a certified accountant's statement as to their circulation and distribution. There are so many honest and interesting directories that almost every legitimate industrial firm

has to be listed in, that money wasted on one of these semi-frauds really hurts.

Currently I am engaged on a fascinating free lance job of direct mail for an advertising agency. They have an industrial diamond account that wishes to place publicity in a number of industrial and consumer magazines. In order to gain the editor's attention, we are actually going to cement a small diamond on each letter. We think this would be the first time that any gadget letter has actually used for the gadget a real, live, genuine diamond. Of course, industrial diamonds are nowhere near as expensive as the variety that my-lady wears upon her finger. Still, we expect to gain considerable readership by means of this gadget. Gadget letters are very good... if properly employed; if there is a definite tie-in between the gadget and the product mentioned in the letter. However, if the gadget is just placed on the letter for the sake of being cute or to attract attention, it defeats its own purpose by diverting the reader's mind from the business of the letter to a secondary or side issue.

An interesting gadget letter employed a trout fly mounted upon a real fish hook. This letter could really be said to be a letter with a hook in it. If any of you are interested in using a somewhat similar letter, we recently received from the DeLong Lures Company, 4026 Princeton Blvd., Cleveland 21, Ohio, an advertising circular and a set of samples of various fascinating animals mounted upon fish hooks. They include such lovely characters as ants, corn borers, crickets, inch worms, angle worms, tobacco worms, a worm called the black head, night crawlers, minnows, wood worms, flies and all sorts of sundry unappetizing-looking but fascinating characters. These might really put some punch in an ordinary sales letter.

Received in the mail this morning was a giant post card where a man says that he has been averaging \$25,000 gross in cash monthly in a mail order business in Texas and offers to sell you for \$1 the plan or the story on how he does it. We have heard of this particular deal before and it seems to us that he is selling quite a few of these plans to various people. We have no opinion as to the merit of the proposition, but we always think of the fellow who said to us a while back when we were telling of the glories

(Continued on page 47)

Rates \$1.25 per line (75¢ Situation Wanted) Minimum 4 lines

CLASSIFIED ADVERTISING

ADDRESSING

OUR LISTS ARE FREE
Retailers - wholesalers - manufacturers
Banks - churches - institutions
We charge only for addressing
SPEED - ADDRESS KRAUS CO
48-01 42nd Street
Long Island City 4, N. Y.

ADDRESSING PLATES

If you use
ELLIOTT-type STENCILS
and want to **REDUCE COSTS**
Write to Box 111, The Reporter
Garden City, New York

ADDRESSOGRAPH PLATES

Speedamat Plates — \$32.50 per M.
Advertisers' Addressing System
703 No. 16th St. St. Louis, Mo.

ADVERTISING AGENCIES

For pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers, consult Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

FOR SALE

IBM ELECTRIC TYPEWRITERS — All type faces—Pica, Elite, Executive. Rebuilt. More information from **HARRY J. ABRAMS**, 331 Emerson St. N. W. Washington 11, D.C.

PITNEY BOWES envelope sealer Model A, serial 4811. Complete. Excel. Cond. \$200. **HARRY J. ABRAMS**, 331 Emerson St., N.W. Wash. 11, D. C.

Addressograph Machines — I Model 3405 with many extras and lister, I Model 1955 with lister. S.V.D. Catholic Universities, 316 N. Michigan Ave., Chicago 1, Illinois.

ADDRESSOGRAPH EQUIPMENT FOR SALE

Addressograph Model No. 1955 with accessories and set for use with automatic feed; **Graphotype** Model No. 6340; ten S-B-133 Steel Cabinets; 1,330 lockback trays; all A-1 condition; 170M B used frames (not striped). Will consider best offer for all or part. Box 113, The Reporter, Garden City, N. Y.

FOR SALE

Addressograph Tray Cabinets
For Model "B" Trays
160 tray capacity with sliding work shelf. Discontinued models — two left. All steel 65½ high by 22 deep. \$90 each f.o.b. factory.
All Purpose Metal Equipment Corp.
254 Mill Street, Rochester 14, N. Y.

MAIL-ORDER Hair Color, Cosmetic business. Est. 1890. CAN BE MOVED. Buyers re-order year after year. Now operating. Box 116, The Reporter, Garden City, N. Y.

LISTS

CANADA'S BEST MAILING LIST
250,000 live names on Elliott stencils
Call your list broker — **TODAY**
or Tobe's, Niagara on the Lake, Canada

OFFSET CUTOUTS

Stock promotional headings for reproduction. **OFFSET SCRAPBOOK NO. 1**, containing 1500 classified specimens, only \$3.00 postpaid. It's a rich source of practical help and inspiration. Thousands in use. Available also are other books containing promotional art, cartoons, type fonts, borders, panels, holiday art, etc. Most complete service in U.S. Free descriptive folder. **A. A. ARCHBOLD**, Publisher, P. O. Box 20740-K, Los Angeles 6, Calif.

SITUATION WANTED

WRITER - EDITOR - COPYWRITER
Former foreign correspondent (Columbia Phi Beta Kappa) available for free-lance assignments. Guarantee 20,000 words professional, finished copy per week. Permanent. One million words published: ad and PR copy, books, articles, letters. Minimum terms. Box 115, The Reporter, Garden City, N. Y.

DIRECT MAIL ADVERTISING MANAGER—Excellent reputation. Vast experience in every facet of mail order, from procurement to fulfillment. Expert in sales by mail. Box 114, The Reporter, Garden City, N. Y.

WANTED

TO BUY COMPANY selling through direct mail or direct selling (house-to-house agents). Will pay \$1,000 to \$100,000 cash. Box 112, The Reporter, Garden City, N. Y.

DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$15.00 PER YEAR

ACETATE SHEET PROTECTORS

A. G. Bards Company, Inc., 437 N. 5th Street, Milwaukee, Wis.

ADDRESSING

Advertising Enterprises, 82-66 Grenfell Street, Kew Gardens, N. Y.
Creative Mailing Service, 460 No. Main St., Freeport, N. Y.
Dell Letter Service, 61-07 199th St., Flushing, N. Y.
Fair Mail Service, 417 Cleveland Ave., Plainfield, N. J.
M. Victor, 130 Flatbush Avenue, Brooklyn 17, N. Y.

ADDRESSING MACHINES

Addressing Machine & Equipment Co., 326 Broadway, New York 7, N. Y.
The Elliott Addressing Machine Co., 155A Albany St., Cambridge 39, Mass.
Sever & Wallingford, 143 West Broadway, New York 13, N. Y.

ADDRESSING - TRADE

Belfar Typing Service, 107-32 104th Street, Ozone Park, N. Y.
Shapins Typing Service, 68-11 Roosevelt Ave., Woodside, N. Y.

ADDRESSOGRAPH PLATE EMBOSING

M. Victor, 130 Flatbush Avenue, Brooklyn 17, N. Y.
G. W. Weeks, 8 Nagele Court, Merrick, N. Y.

ADVERTISING AGENCIES

Ad Scribe, P. O. Box 254, North Canton, Ohio
Frederick Auer, Inc., Advertising, 20 N. Wacker Drive, Chicago 6, Ill.
The Buckley Organization, Lincoln-Liberty Building, Philadelphia 7, Pa.
The Jay H. Maish Company, On Gospel Hill, Marion, Ohio
Martin Ad Agency (Direct Selling Mail Order), 15 PA. E. 40, N. Y. 16, N. Y.
Roskam Advertising (Mail Order), 1430 Grand, Kansas City 6, Mo.

ADVERTISING ART

Raymond Lufkin, 124 West Clinton Ave., Tanaffy, N. J.
Ray Thompson Cartoon Studio, Box 134, Wyncote, Pa.
Traskus Art Studio (Small Ads), 349 Tenth St., Moline, Illinois
Harry Volk, Jr., Art Studio, 22 W. Verona Ave., Pleasantville, N. J.

ADVERTISING BOOK MATCHES

Match Corporation of America, 3433-43 West 48th Place, Chicago 32, Ill.
Universal Match Corp., 1501 Locust St., St. Louis 3, Missouri

AUTOMATIC MACHINE - ADDRESSING SERVICE

Globe Organization, Inc., 480 Lexington Ave., New York 17, N. Y.

AUTOMATIC TYPEWRITERS

American Automatic Typewriter Co., 2323 N. Pulaski Rd., Chicago 39, Ill.

AUTOMATIC TYPEWRITING

Ambassador Letter Service Co., 11 Stone St., New York 4, N. Y.
Pat Goheen & Associates (25 Robos), 117 S. Meridian St., Indianapolis 25, Ind.
MacCallum Letter Service, 7 So. Dearborn St., Chicago 3, Ill.

BOOKS

The Art & Technique of Photo Engraving, Horan Engraving Co., N. Y. 1, N. Y.

BUSINESS BRIEFS

Wetmore & Company, 1015 S. Shepherd Drive, Houston 19, Texas
R. O. H. Hill, Inc., 270 Lafayette Street, New York 12, N. Y.

CATALOG PLANNING

Catalog Planning Company, 101 West 55th St., New York 19, N. Y.
George F. McKiernan & Company, 1056 West Van Buren St., Chicago 7, Ill.

CHRISTMAS STATIONERY

The Newbern Company, 207 W. Main St., Arlington, Texas

COPYWRITERS (Free Lance)

Leo P. Bott, Jr., 64 E. Jackson Blvd., Chicago 4, Ill.
Earl McClement, A-21 Ogontz Manor, 5600 Ogontz Ave., Philadelphia 41, Pa.
Edward W. Osann, 175-35 88th Ave., Jamaica 32, N. Y.
Orville E. Reed, 106 N. State St., Howell, Michigan
Roskam Advertising (Mail Order), 1430 Grand, Kansas City 6, Missouri
Franklin C. Wertheim, 179-15 Jamaica Avenue, Jamaica 32, N. Y.
John Yeorgain, 442 East 20th St., New York 9, N. Y.

DIRECT MAIL AGENCIES

Homar J. Buckley, 108 N. State St., Chicago 2, Ill.
The Buckley Organization, Lincoln-Liberty Bldg., Philadelphia 7, Pa.
Dickie-Raymond, Inc., Sheraton Bldg., 470 Atlantic Ave., Boston, Mass.
Dickie-Raymond, Inc., 521 Fifth Avenue, New York 17, N. Y.
Direct Mail Services, 175 Luckie Street, N. W., Atlanta 3, Georgia
Duffy & Associates, Inc., 918 North 4th Street, Milwaukee 2, Wisconsin
The Folks on Gospel Hill, 400 S. Main Street, Marion, Ohio
Frederick E. Gymer, 2123 East 9th St., Cleveland 15, Ohio
Harrison Services, Inc., 341 Madison Avenue, New York 17, N. Y.
Mailograph Co., Inc., 39 Water Street, New York 13, N. Y.
Proper Press, Inc., 129 Lafayette Street, New York 13, N. Y.
Reply-O Products Co., 7 Central Park W., New York 23, N. Y.
Roskam Advertising (Mail Order), 1430 Grand, Kansas City 6, Mo.
Sales Letters, Inc., 148 West 23rd St., New York 11, N. Y.
The Smith Company, 67 Beale Street, San Francisco, Calif.
John A. Smith & Staff, 11 Beacon St., Boston 8, Mass.
Carl G. Vienot, Inc., 134 Summer St., Boston 10, Mass.

DIRECT MAIL CONSULTANT

Lawrence Lewis & Associates, 175 Fifth Avenue, New York 10, N. Y.

DIRECT MAIL EQUIPMENT - MANUFACTURERS

All Purpose Metal Equipment Co., 255 Mill Street, Rochester 14, N. Y.
B. H. Bunn Company, 7605 South Vincennes Ave., Chicago 20, Ill.
Felina Tying Machine Company, 3351 North 35th St., Milwaukee 15, Wis.
Inserting and Mailing Machines Co., Phillipsburg, N. J.
National Bundle Tye Company, Blissfield, Mich.

DIRECT MAIL - GIFTS

George E. McWeeney Co., 120 Milton Avenue, West Haven 16, Conn.

ELLIOTT STENCIL CUTTING

Address-O-Rite Stencil & Machine Co., 64 W. 23rd St., New York 10, N. Y.
Clear Cut Duplicating Co., 149 Broadway, New York 6, N. Y.
Creative Mailing Service, 460 North Main St., Freeport, N. Y.

ENVELOPES

American Envelope Mfg. Corp., 26 Howard St., New York 13, N. Y.
The American Paper Products Co., East Liverpool, Ohio

Atlanta Envelope Co., 1700 Northside Drive, P.O. Box 1267, Atlanta 1, Ga.
Boston Envelope Co., 397 High St., Dedham, Mass.
The Clasp Envelope Company, Inc., 98 Bleeker St., New York 12, N. Y.
Columbia Envelope Co., 2015 N. Hawthorne Ave., Melrose Park, Ill. Chicago Sub.
Samuel Cupples Envelope Co., Inc., 360 Furman St., Brooklyn 2, N. Y.
Cupples-Hasse Corp., 4175 N. Kingshighway Blvd., St. Louis 15, Mo.
Curtis 1000 Inc., 150 Vanderbilt Ave., West Hartford 10, Conn.
Detroit Tullar Envelope Company, 1041 14th St., Detroit 6, Mich.
Direct Mail Envelope Company, 15 West 20th St., New York 11, N. Y.
Garden City Envelope Company, 3001 No. Rockwell St., Chicago 18, Ill.
Gaw-O'Hara Envelope Company, 500 N. Sacramento Blvd., Chicago 12, Ill.
The Gray Envelope Mfg. Co., Inc., 55-33rd St., Brooklyn 32, N. Y.
Heco Envelope Company, 4500 Cortland St., Chicago, 39, Ill.
McGill Paper Products, Inc., 501 Park Ave., Minneapolis 15, Minn.
Orgler Envelope Co., Inc., 167 41st St., Brooklyn 32, N. Y.
Rochester Envelope Co., 72 Clarissa Street, Rochester 14, N. Y.
The Standard Envelope Mfg. Co., 1600 East 30th St., Cleveland 14, Ohio
Tension Envelope Corporation, 522 Fifth Avenue, New York 36, N. Y.
Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.
Transo Envelope Co., 3542 N. Kimball Avenue, Chicago 18, Illinois
Transo Envelope Co., 22 Monitor St., Jersey City, New Jersey
United States Envelope Company, Springfield 2, Mass.
The Wolf Envelope Company, 1749-81 E. 22nd St., Cleveland 1, Ohio
Wolf Detroit Envelope Company, 14700 Dexter Blvd., Detroit 32, Mich.

ENVELOPE SPECIALTIES

Curtis 1000 Inc., 150 Vanderbilt Ave., West Hartford 10, Conn.
Du-Plex Envelope Corp., 3026 Franklin Blvd., Chicago 12, Ill.
Garden City Envelope Co., 3001 North Rockwell St., Chicago 18, Ill.
Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.

FOREIGN MAILINGS

Promotion, Jose Antonio, 57-10-C, Madrid, Spain

FUND RAISING

William M. Proft Associates, 27 Washington Place, East Orange, N. J.

IMPRINTERS - SALES LITERATURE

L. P. MacAdams Company, 301 John Street, Bridgeport 3, Connecticut

INVISIBLE INK POSTCARDS

Morley W. Jennings, East Orange, New Jersey

LABEL PASTERS

Potdevin Machine Company, 200 North St., Teterboro, N. J.

LABELS

Dennison Manufacturing Company, Framingham, Mass.
Eureka Specialty Printing Co., 538 Electric Street, Scranton 9, Pa.
Penny Label Company, 9 Murray St., New York 7, N. Y.
Tompkins Label Company, 1518 Walnut Street, Philadelphia 2, Pa.
M. Victor, 130 Flatbush Avenue, Brooklyn 17, N. Y.

LETTER GADGETS

Huwig Company, 45 West 45th St., New York 19, N. Y.
A. Mitchell, 11 West Jackson Blvd., Chicago 4, Illinois
A. August Tiger, 545 Fifth Avenue, New York 17, N. Y.

LETTERHEADS

Brunner Printing Co., Inc., 190 Jefferson Ave., Memphis, Tenn.
Harper Engraving and Printing Co., 283 E. Spring St., Columbus 15, Ohio
R. O. H. Hill, Inc., 270 R. Lafayette Street, New York 12, N. Y.
Pearless Lithographing Company, 4313 Diversey Ave., Chicago 39, Ill.
Arthur Thompson & Co., 109 Market Place, Baltimore 2, Md.

MAIL ADVERTISING SERVICES (Lettershops)

Advertisers Associates, Inc., 1627 Penn Ave., Pittsburgh 22, Pa.
Atlas Letter Service, 524 S. Spring St., Los Angeles 13, Cal.
Benart Mail Sales Service, Inc., 228 East 45th St., New York 17, N. Y.
Century Letter Co., Inc., 48 East 21st St., New York 10, N. Y.
Mary Ellen Clancy Company, 250 Park Avenue, New York, N. Y.
Cleveland Letter Service, Inc., 740 W. Superior Ave., Cleveland 13, O.
A. W. Dicks & Co., 386 Victoria St., Toronto 2, Ont., Canada
Elite Letter Co., Inc., 11 West 32nd Street, New York 1, N. Y.
Fair Mail Service, 417 Cleveland Ave., Plainfield, N. J.
The Folks on Gospel Hill, 400 S. Main Street, Marion, Ohio
Fulfillment Corp. of America, 381 W. Center Street, Marion, Ohio
General Office Service, Inc., 527 6th St., N.W., Washington 1, D.C.
Ralph E. Harris Associates, 914 Walnut St., Philadelphia 7, Pa.
Lee Letter Service, 20 East 20th St., New York 3, N. Y.
The Lermage Company, 417 S. Jefferson St., Chicago 7, Ill.
The Letter Shop, 67 Beale Street, San Francisco, Cal.
Long Island Letter Service, 95 Mineola Blvd., Mineola, N. Y.
MacCallum Letter Service, 7 So. Dearborn St., Chicago 3, Ill.
Mailograph Co., Inc., 39 Water St., New York 4, N. Y.
Mailways, 200 Adelaide St., West. Toronto 1, Ont., Canada
Premier Printing & Letter Service, 620 Texas Ave., Houston 2, Texas
Rochester Consumer Advertising Corp., 210 Lyell, Rochester 6, N. Y.
Roskam Advertising (Mail Order), 6 West 10th, Kansas City 5, Mo.
The Rylander Company, 216 West Jackson Blvd., Chicago 6, Ill.
The St. John Associates, Inc., 75 West 45th St., New York 36, N. Y.
Union County Business Bureau, Westfield, N. J.
Woodington Mail Adv. Service, 1304 Arch St., Philadelphia 7, Pa.

MAILING LISTS - Broken

* Archer Mailing List Service, 140 West 55th St., New York 19, N. Y.
* George R. Bryant Co. of N. Y., Inc., 595 Madison Ave., New York 22, N. Y.
* George R. Bryant Co., 75 East Wacker Drive, Chicago 1, Ill.
* Walter Drey, Inc., 333 N. Michigan Avenue, Chicago 1, Illinois
* Walter Drey, Inc., 257 Fourth Ave., New York 10, N. Y.
* Guild Company, 160 Engle Street, Englewood, New Jersey
* Lewis Kleid Company, 25 West 45th St., New York 36, N. Y.
* Wills Madden, Inc., 215 Fourth Ave., New York 3, N. Y.
* Mosely Mail Order List Service, 38 Newbury St., Boston 16, Mass.
* Names Unlimited, Inc., 352 Fourth Avenue, New York 10, N. Y.
* Roskam Advertising (Mail Order), 1430 Grand, Kansas City 6, Mo.
* Sanford Evans & Co. Ltd., 165 McDermott Ave., Winnipeg, Canada
* James E. True Associates, 419 4th Ave., New York 16, N. Y.
* Members - National Council of Mailing List Brokers

MAILING LISTS—Compilers & Owners

Albert Mailing Lists.....120 Liberty Street, New York 6, New York
 Allison Mailing Lists.....400 Madison Ave., New York 17, N. Y.
 Arrow Industrial Lists.....Box 910, Holyoke, Massachusetts
 Associated Advertising Service.....613 Willow St., Port Huron, Mich.
 Bodine's of Baltimore.....444 E. Belvedere Ave., Baltimore 12, Md.
 Bookbuyers Lists, Inc.....363 Broadway, New York 13, N.Y.
 Boyd's City Dispatch, Inc.....114-120 East 23rd St., New York 10, N.Y.
 Catholic Lally Bureau.....45 West 45th Street, New York 36, New York
 Creative Mailing Service.....460 No. Main St., Freeport, New York
 Walter Drey, Inc.....333 N. Michigan Avenue, Chicago 1, Illinois
 Walter Drey, Inc.....257 Fourth Avenue, New York 10, New York
 Drumcliff Advertising Service.....Hillen Rd., Towson 4, Md.
 Dunhill List Company, Inc.....565 Fifth Ave., New York 17, N.Y.
 E-Z Addressing Service.....83 Washington Street, New York 6, N. Y.
 Fritz S. Hofheimer.....28 East 22nd Street, New York 10, N. Y.
 Industrial List Bureau.....45 Astor Place, New York 3, N. Y.
 The Walter S. Kraus Co.....48-01 42nd St., Long Island City 4, N.Y.
 Mapleton Service Company.....339 Kings Highway, Brooklyn 23, N.Y.
 Market Compilation Bureau.....11834 Ventura Blvd., N. Hollywood, Calif.
 Montgomery Engineering Company.....8500-12 St., Detroit 6, Michigan
 Official Catholic Directory Lists.....12 Barclay St., New York 8, N.Y.
 Paramount Mailing Lists.....77-14 138th Street, Flushing 67, N.Y.
 W. S. Ponton, Inc.....50 East 42 Street, New York 17, N.Y.
 Rochester Consumer Advertising Corporation.....210 Lyell, Rochester 6, N.Y.
 Select List Co. (Div. S. W. Progress Corp.) 232 N. Canon Dr., Beverly Hills, Cal.
 Zeller Company.....15 East 26th St., New York 10, N. Y.

MAIL ORDER CONSULTANT

Whitt Northmore Schultz.....1115 Old Elm Lane, Glencoe, Illinois

MATCHED STATIONERY

Tension Envelope Corporation.....19th & Campbell Sts., Kansas City 8, Mo.

MESSANGER — TRUCKING SERVICE

Mercury Service Systems, Inc.....461 4th Avenue, New York 16, N.Y.

MIMEOGRAPH MACHINE

Addressing Machine & Equipment Co.....326 Broadway, New York 7, N. Y.

MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Company.....19 So. Wells St., Chicago 6, Ill.

MULTILITH & MULTIGRAPH MACHINES

Addressing Machine & Equipment Co.....326 Broadway, New York 7, N. Y.

PACKAGING

Pack-It (also Mail-It).....7 Brown Street, Newark 5, N. J.

PAPER MANUFACTURERS

The Appleton Coated Paper Company.....Appleton, Wisconsin
 The Beckett Paper Company.....Hamilton, Ohio
 Eastern Corporation.....Bangor, Maine
 Esleek Manufacturing Company.....Turners Falls, Massachusetts
 Fox River Corp.....Appleton, Wisconsin
 Hammermill Paper Company.....Erie, Pennsylvania
 International Paper Company.....220 East 42nd St., New York 17, N.Y.

Mead Sales Co.....810 Public Ledger Bldg., Philadelphia 6, Pa.
 Mohawk Paper Mills, Inc.....465 Saratoga Street, Cohoes, New York
 Neenah Paper Co.....Neenah, Wisconsin
 Neenah-Edwards Paper Co.....Port Edwards, Wisconsin
 Peninsular Paper Company.....Ypsilanti, Michigan
 Rex Paper Company.....Kalamazoo 99, Michigan

PARCEL POST MAILING BOXES

Corrugated Paper Products, Inc.....2235 Utica Ave., Brooklyn 34, N. Y.

PHOTOS IN QUANTITY

Moss Photo Service, Inc.....350 W. 50th St., New York 19, N.Y.
 Mulson Studio.....P. O. Box 1941, Bridgeport 1, Conn.

PHOTO-REPORTING

Sickles Photo-Reporting Service.....38 Park Place, Newark, N.J.

POSTAL INFORMATION

Postal Digest Company.....150 Nassau Street, New York 38, New York

COLOR POSTCARDS

Moss Photo Service, Inc.....350 West 30th St., New York 19, N.Y.

PRINTING—Letterpress

The Davenport Press, Inc.....Main St., Mineola, N.Y.
 George F. McKiernan & Co.....1056 West Van Buren St., Chicago 7, Ill.

PRINTING—Offset Lithography

Crescent Printing Company.....Station D, Box 25, Dayton 10, Ohio
 Peerless Lithographing Company.....4313 Diversey Ave., Chicago 39, Ill.

PRINTING—Letterpress and Offset Lithography

Paradise Printers and Publishers.....Paradise, Pennsylvania
 Printcraft Press, Inc.....229 West 28th St., New York 1, N.Y.
 Proper Press, Inc.....129 Lafayette Street, New York 13, N. Y.

PUBLICITY-PUBLIC RELATIONS

Arthur Pine Associates.....67 West 44th St., New York 36, N.Y.

PUBLIC RELATIONS CONSULTANT

Whitt Northmore Schultz.....1115 R Old Elm Lane, Glencoe, Ill.

SALES PROMOTIONAL COUNSEL

Martin Ad Agency (Direct Selling Mail Order).....15 PB E. 40, N. Y. 16, N.Y.

SUBSCRIPTION FULFILLMENT SERVICE

Globe Organization, Inc.....480 Lexington Ave., New York 17, N. Y.

SYNDICATED HOUSE MAGAZINES

The William Feather Co.....812 Huron Rd., Cleveland 15, Ohio

TRADE ASSOCIATIONS

Direct Mail Advertising Assn.....381 Fourth Ave., New York 16, N. Y.
 Mail Advertising Service Assn.....18120 James Couzens Hwy. Detroit 35, Mich.

TRUCKING — MESSENGER SERVICE

Mercury Service Systems, Inc.....461 4th Avenue, New York 16, N.Y.

VARIETY EQUIPMENT

Zenith Typewriter & Adding Machine Co. 34 E. 22nd St. New York 10, N.Y.

XEROGRAPHY — PLATES

Clear-Cut Duplicating Company.....149 Broadway, New York 6, N. Y.

MY MAIL ORDER DAY

(Continued from page 45)

and the hopes and the struggles and triumphs of the mail order business — this fellow looked us quizzically in the eye and said "If you're so danged smart, how come you ain't rich to boot?" And for once we were stumped for an answer.

* * *

We note that the Post Office is starting to furnish their letter carriers with various types of go-carts, pushmobiles, three-wheel scooters, bicycles and what have you, so as to make the life of the letter carrier easier. In this conjunction, may we wish that the Post Office puts on a special truck just to carry to you those letters each month that are loaded with orders.

* * *

St. Vincent's Hospital Guild, 70th Street and Woodland Avenue, Philadelphia 42, Pa., sends in an appeal that we like. Firstly, the printing is not one of these high pressure book deals with fancy art work and photos. Second . . . although it's a request for a program advt., they show where they got our name by clipping a Red Book advt. of ours to the top of their

letter instead of having some casual business acquaintance send us a form appeal over his machined signature. Third, they have an impressive and legit-sounding group of sponsors on their Committee. Fourth (and most important), they list where the money was spent — Children admitted: 586—Homeless Mothers admitted: 307. They also stress "Children of all races, colors and creeds mingle at St. Vincent's, for the Sisters do their work for the common Father of Mankind who makes no distinction." A rousing cheer for "The Sisters of Charity" and also for the person who handles their direct mail.

* * *

Got a three cent stamp for a letter? Good . . . send that letter to The Mead Advertising Department, 816 Public Ledger Building, Philadelphia 6, Pa. Ask to get on the list for "Better Impressions." If you do direct mail, mail order, or buy or sell printing, this house organ is a gold mine, brethren . . . a veritable Klondike of information and ideas.

* * *

Wrote a long and powerful sales letter for a client the other night and as I dropped it into the box I be-

thought myself of the line from W. S. Twelfth Night, Act III, Scene 4, "If this letter move him not, his legs cannot."

* * *

That's all for now . . . see you during the Christmas bonanza (we hope).

"NEW" FELINS TYING MACHINE



Felins All-Purpose

Pak Tyer tying machine will handle the tying problems in your office, factory, and mailroom faster and more efficiently than you believe possible. Easy to operate. Ties any size or shape package, bundle, box, heavy or light, up to 6" high. Will use heavy or light twines and tapes.

Let Felins solve your tying problems.

Two Models — Movable Stand (illustrated), Table Model.

Send for prices and circulars

FELINS TYING MACHINE CO.
 3351 N. 35th St.
 Milwaukee 16, Wis.

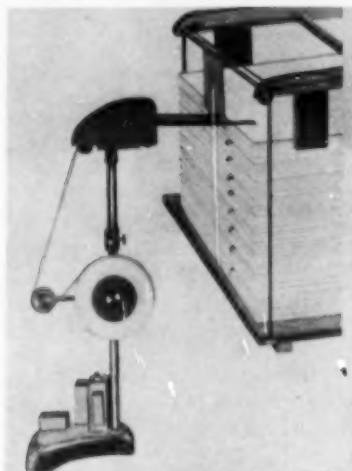
Short Notes CONTINUED

(Continued from page 19)

□ **ANOTHER VOL. 1, NO. 1** is *The Scribe*, new h.m. written by George Franklin (sales promotion) 223 Glen-grove Ave., W., Toronto, Canada. George's small publication is filled with short promotional items helpful to his prospects . . . with emphasis on plan-ning and writing of house magazines which is his big service. Well done.



□ **ANOTHER COUNTING MA-CHINE** is *Tally-Tab* for printers. Auto-matically counts and tabs sheets as they come off the press. Standard mechanism allows operator to select counts up to 500. Special counts can be made by add-



ing plug-in units. Miller-Laufer Print-ing Equipment Corp., 280 Lafayette St., New York 12, N. Y. is manufacturer and distributor. They offer to send Tally-Tab to any plant in the U. S. for a free 30-day trial.



□ **TWO IDENTICAL BROADSIDES** were sent in the same mailing by Hig-gins-McArthur Co., 302 Hayden St., N. W., Atlanta, Ga. Both were beauti-fully offset in full color. Only differ-ence was stock . . . one printed on offset enamel, the other on regular soft offset. Third piece in the mailing was a sheet explaining the reason for the double mailing — to show two different effects that can be obtained from the same plates. H-M decided to go offset after the process outgrew its "gray" period. The mailing was designed to prove that photo halftones could be done on enamel paper with brilliance equal to letterpress. The broad-side sure proves it.

□ **PHOTO TYPESETTING** can be done for less than 2¢ a word with this new Typro machine. Produces sharp dis-play composition either positive or re-verse. Unique feature is proportional let-



ter spacing and automatic word spacing for many varied effects. Write to Halber Corp., 4151 Montrose Ave., Chicago 41, Ill., for illustrated brochure.



□ **LUDWIG MYER**, merchandise man-ager of Snellenburgs Dept. Store, Phila-delphia, recently filled a mail order from an ad that ran on March 14, 1943. He sent the modern versions in the style and colors requested at the same price ad-vertised 11 years ago. Mr. Myer is con-vinced it was a "reorder" from a satis-fied customer . . . (even though she mailed in the original yellow-from-age coupon.)



□ **THE BEST OFFSET LITHOG-RAPHY** in the country is currently making the rounds of schools and col-leges . . . used by them as working educational tools. Lithographers National Assn. Educational Dept. sends large quantities of outstanding offset entered in their Annual Lithographic Awards Com-petition to institutions. Educators also receive a checklist of supplementary teaching aids. Any schools interested should contact Herb W. Morse, Educa-tional Director of LNA at 420 Lexington Ave., New York 17, N. Y.



□ **SHATTERPROOF GLASS CORP.**, 4815 Cabot Ave., Detroit 10, Mich., has launched a new direct program for dis-tributors . . . includes house magazine, self mailers and post card mailings. The initial plan calls for 25,000 R. L. Polk-compiled names with regional break-downs in distributor territories. Eighteen of twenty-two Shatterproof custodians were sold on the program in its first presentation. They'll use the packaged deal for a year. H.M. is *Shatterproof Reporter*, a pocket-sized self mailer dedi-cated to better auto glass replacement service. Herbert Webster, Shatterproof advertising manager, says that the 25,000 names should soon be expanded to cover their entire distributor prospect potential.

□ **"YOU'LL GET A LIFT** from this bit of news" says the headline on a tricky offer piece from Rodney Hunt Machine Co., Orange, Mass. Mailing was sent to 15,000 consulting engineers to stimulate distribution of RH's Water Control Catalog. A die-cut replica of a sluice water gate rises as the folder is opened . . . showing water flowing from the area behind the gate. Copy and at-tention-getting movement of the folder prompts engineers to mail an enclosed reply card for the catalog. The realistic piece was created by John Mather Lup-ton Co., Inc., 420 Lexington Ave., New York.



□ **HOW CHEESECAKE GOT THAT WAY:** Kitchens of Sara Lee, cheesecake producers (the edible kind) offers a cheesecake definition via a short release from Daniel J. Edelman & Associates



(publicity) which was attached to the photo shown here. The hand-out stated that years ago the beautiful display of limbs, as blown up by photogs, takes on the creamy-grainy texture of the actual foodstuff — cheesecake. Girlie photogs thus took to calling leg art "cheesecake". We heard it differently — that photogs used to have models say "cheese" to make a forced smile look natural — but we still think the Edelman release was a nice try.



□ **THE DMAA REPORTS** that Ameri-can Business spent a total of \$108,698,520 on direct mail in September, 1954. This is an \$8,600,188 increase over d.m. ex-penditures in September, 1953 . . . a gain of 8.59%. In the first nine months of 1954 there was a total expenditure of \$967,647,082. This represents a 6.77% increase over the first nine months of 1953. Direct mail expenditures are climb-ing steadily!

the NEW as NOW favorite advertising colors

Styled by: **American Color Trends of New York**

Here are scientifically forecasted color favorites in paper created for every advertising need. The researched and tested coming colors — as recommended by American Color Trends — are yours exclusively in these Appleton Coated papers.

For Advertising:

(High Gloss)

Woodbine Colored Enamel
Woodbine Duplex Enamel
Woodbine Coated Cover
Woodbine Duplex Bristol

(Dull finish)

Polychrome Coated Book
Dullchrome Duplex Book
Mellochrome Post Card

For Labeling:

Appleton Label Plate
Permakolor Litho Label

For Display and Cover:

Appleton Tough Check

These Appleton Coated papers in the new colors will bring a distinct, timely and unique **plus value** to all printed pieces . . . whether produced by offset or letterpress.

Samples of any of the above papers will be gladly sent on request.



THE APPLETON COATED PAPER COMPANY
APPLETON, WISCONSIN



Christmas 1954

his Christmas, as we rejoice in celebrating the birth of The Redeemer, let us again pause in our devotions to give thanks to our Heavenly Father for the manifold blessings bestowed upon us. ✧ Let us again reaffirm our faith in God and be guided by the teachings of Christ to be charitable to our fellowmen. ✧ Let us pray for the less fortunate, who exist under oppression, that they will have strength and courage to cast off the yoke of tyranny and again become free men. ✧ Let us ever be mindful of this great nation of ours, populated, governed and loved by its peoples of many racial origins and religious beliefs; but Americans all. ✧ ✧ ✧ Let us pray that free nations of the world will stand united for universal peace and understanding with good will to all mankind. ✧

INTERNATIONAL PAPER COMPANY